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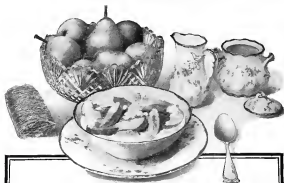


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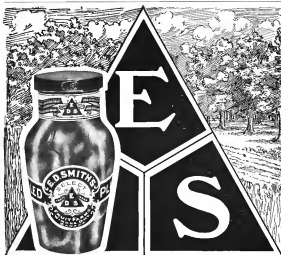
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Well it was uncomfortable, but we grown-ups, in our superior way, and with our great knowledge have always assured the little beggar that it was only because he was not used to the heavier material and that the feeling would soon wear off.

Now as a matter of fact we only told the youngster that because we knew that

Take for example the "combination" suit of underwear. There is no denying that fact that "combinations" are the only sensible sort of under-clothing, provided they can be made properly. This has been one of the problems which has faced manufacturers for years. Some of them gave up the problem and went on making the old kind of combination, others didn't make anything but the old stand-by, separate drawers and separate under-vests.

It is all very well when you have become used to wearing the two-pieces under-



the underwear really was not perhaps as pleasant to wear as it should be, but then we thought that all underwear was like that and that the best thing to do was to let the child get used to it. Which of course the youngster did in time.

Now the first point we want to make about Pen Angle goods is the fact that they are comfortable; whether it be our underwear or hosiery or knitted goods for exterior wear. They are comfortable. That is the first point, though not the most important one. The others come presently.

wear, just like becoming used to the roughly finished woollen garment. You have a bundle of cloth about your hips that is absolutely unnecessary. The drawers overlap the undershirt. You have to tuck one into the other. Unless your underwear is made to measure or unless you are a very easy person to fit there are apt to be all sorts of creases and folds in the garments. And right next to the skin too. The combination garment, on the other hand, is smooth from top to bottom. It fits like a glove, except—and this is where the rub comes

Don't fail to mention Maclean's Magazine when writing advertisements.



The puzzle has been to make the openings in the combination garment so that they would be at once convenient and comfortable. As we have already said, that has been too big a problem for most of the manufacturers to tackle. Hitherto these "combination" or "Union" Suits have been made with an opening from the throat down the front and all the way round to the seat. This made a gaping crotch and discomfort was unavoidable.

The Penman's designers were set at the problem and this is the result: A union suit is now turned out by the Penman's people which has all the advantage and none of the disadvantages of the old-time Union suit. In this suit the crotch is closed like a pair of drawers. The opening down the front of the body is separate from the opening in the seat. Between the two the crotch is entirely closed. The garment is comfortable at every point: no gaping open no binding or chafing, no buttons between the limbs. Although the opening at the seat is closed by means of a button, this is so placed as to be conveniently reached, and is never in the way of the person when seated; of course, there will always be those who prefer the Pen Angle two-piece underwear. The same excellence of design, workmanship and material characterizes

these two-piece suits, as the other Pen Angle products.

The nights are beginning to get cool. Pretty soon one will need more covers on the bed. In a little while the hunting season will be on and the men of the house will be wanting sweaters and socks. Big woolly sweaters with collars and cuffs so made to keep out the wind and the cold and yet so as not to hamper the movements of the body. Or for the girl of the house. Cool evenings if she wants to take a walk or pay a call there is nothing better than the sweater coat. The trouble is to get one that has the proper natty style and finish. Almost anyone can wear the ordinary sweater coat, which, while it may be of good quality, is ill-fitting and unbecoming. But the pretty sweater-coat, the sweater-coat which sits snugly around the figure and looks as though it really was meant for street wear, are PEN ANGLE coats, just take a peep inside the collar at the label.

As a matter of fact it is almost superfluous to tell anybody about the uses of sweater coats and sweaters now-a-days. The sweater, the sweater coat, the knitted cap and knitted gloves are recent developments in the history of clothing. Time was when nobody but the boy of the family owned a sweater. He used it for

football, or hockey or any other mortal game like that. A boy bought a sweater and kept it in his wardrobe just as a woman would keep a dress for evening wear. And now, the same is true of the women of the house and head of the house himself. The man of the family uses a sweater coat when he goes out to clear up the garden before winter sets in, when he goes bowling, or, as we said before, shooting. The mother of the family finds it a good thing to have a sweater coat which she can slip on in the fall days before the furnace is lighted and when the nights are a little cool. Then when winter comes, for driving or walking, snow-shoeing or skiing, who can do without a sweater coat in some form or other?

The thing is not to get a good sweater coat but to get a Pen Angle coat, made by the Penman People. Take two sweaters, one made by one firm and one by the Penman firm, both the same price. Feel the springiness of the wool in one. Feel the elasticity of it, the way it stretches and

comes back into shape. Look how pretty the stitches are, how snowy the wool in. That is the Penman product.

There is a reason. Examine the threads. Probably the thread in the anonymous sweater is—well it is just a thread, a bit of yarn that is all. But the Pen Angle thread is different. There is a certain twist in it, a certain way it is combined with other threads which make a strong, long-wearing thread, and yet one which is soft and springy to the touch. Instead of one thread carrying the strain, the wear and tear, there are two or three of them doing it in Pen-Angle goods. This is a point worth considering. Think of it, when you come, as you are bound to come—to buying a sweater-coat or a sweater. There are all shapes, styles and class, but they are all—Pen-Angle quality.

Even the comfort of ordinary silk hosiery has been improved upon and perfected by Penman's Manufacturing Company, Limited. This product has been introduced recently and is meeting with





Illustrations of these Coats are now appearing on billboards throughout the country.

great favor from the public. There is no other hose of this kind being manufactured in Canada. No other Canadian concern can supply it. They are full-fashioned seamless. They come in different colors, for men, women and children. They fit perfectly. Some people have always worn wool or cotton or lisle. Let them wear Penman's silk—seamless, flawless and durable—and they would never go back to the old style hosiery. Comfort, elegance and even economy itself, is to be found in wearing Penman's silk hosiery. They fit. They wear. They are comfortable.

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A view of Kingstown, St. Vincent, B.W.I. The home of St. Vincent Arrowroot.

Hundreds of years ago, some native of the island of St. Vincent, in the Caribbean Sea, discovered a plant from the roots of which he could make a curious sort of flour or meal. He ate it and found it delicious. Other natives tried it and approved. The new food proved to be one which stimulated the best of health. The islanders flourished. Ever since they have been eating it.



Unmanufactured Arrowroot in soil, St. Vincent, B.W.I.

To-day, the whole world knows of Arrowroot, although it is only beginning to learn all the uses it can be put to, and how superior it is as an article of everyday food to the old staple cereals. Scientists have given an outlandish name to the plant which the original native discovered; they call it *Maranta Arundinacea*. White planters have flocked to the beautiful tropical island of St. Vincent and are producing "Arrow-root" for the consumption of the whole world. Whereas the native method of production was perhaps crude and wasteful, the planters of St. Vincent have perfected the processes



Arrowroot Works, St. Vincent, B.W.I.

so that the product as now offered is in the best form.

Arrowroot is not just a dish for children and invalids. It is a dish for healthy people who want a delicious and wholesome food. Arrowroot is a delightful cereal, an exquisite ingredient in custards, puddings, blanc manges and other dishes. It makes an excellent breakfast dish for the workmen or woman and a dainty food for the sick. It builds up strong constitutions in children and can be taken by the weakest digestion.

The St. Vincent Arrowroot Growers' and Exporters', of St. Vincent, B.W.I., will gladly send a charming little booklet telling of the recipes in which Arrowroot

can be used, on receipt of a post-card asking for the same. This useful book should be in every home. Send for it, then purchase Arrowroot from your grocer. Your family will be delighted with it.

SALADA TEA COMPANY.

There ought not to be anything more to say about Salada Tea and yet there is. New tea drinkers grow up every day. New homes blossom forth in new homes and are faced with the responsibility of buying for the new home. Nearly everybody knows "Salada"—millions drink it every day—and yet there are, of course, those who may, perhaps, need to have it explained to them why it is that so many people use it, and why it is as much a part of any household's equipment as is the kitchen stove itself.

Fifty years ago India knew nothing, or next to nothing about the production of tea. Thirty years ago Ceylon was in the same position. China and Japan had dominated the tea trade of the world, supplying in 1870, 92 per cent. of the total amount of tea consumed. But in 1892 the centre of the tea trade had changed so greatly that India and Ceylon supplied 81 per cent. of the world's tea. This was an astounding change in trade currents. The explanation lay in the fact that the Europeans had opened up the fields of India and Ceylon and that by combining the superior methods of the European tea planters with the superior soil and climatic conditions, succeeded in producing tea better than the original Chinese and Japanese tea.

Now there is this difference between teas: good tea grows at a considerable elevation above the sea-level; poorer tea grows at sea-level, and the best tea plant is that which, generally speaking, grows highest above sea-level. "Salada" Tea is high altitude tea, that is one explanation of its goodness. It comes from the Ceylon tea-gardens, that is another point; and then, in the matter of growing the actual plants, picking the leaves, treating and handling them, "Salada" is again the high-grade tea. "Salada" gardens are the best that can be had. The little tea plants are planted and tended with the



Cillagoes Harbor, St. Vincent, B.W.I.



greatest care and when the crop is ready a staff of expert pickers strip the little branches of its luscious leaves.

Once "Salada" Tea is plucked it is not touched by human hands again until the housewife opens the end of the sealed lead package. From the sunny tea fields of Ceylon to the thousands of homes in Canada, "Salada" travels without coming in contact with human hands. Once picked, the rest is done by machinery.

If "Salada" were not the best tea, why do so many housewives continue to use it? Why do they omit saying even the word "tea" and just say "Salada, please." Because "Salada," please, Mr. Grocer, means "Tea," the best, the most delicious, the most economical sort to use.

One day a poddler comes to the door and the young matron, opening it, is told

of a wonderful tea which the poddler offers her at a lower price than usual. It is "bargain tea." The housewife tries it. It tasted well enough, perhaps, and because it costs less per pound, she may perhaps be willing to forego the little flavor in her old tea, of which she is so fond. But she soon discovers the difference between the bulk tea which the poddler sold and the genuine tea which she has been accustomed to buying in the lead packets. There is not the flavor of "Salada" and—it takes more tea to supply the household. When she has made this discovery she recalls to mind the delicate flavor of the old tea, its exquisite color, as it stood in her cup, its refreshing quality and—

She goes back to the corner grocer and, as the clerk waits with his order pad open, says, "Salada," please."

It is to your advantage to mention Maclean's Magazine.

TOASTED CORN FLAKES COMPANY

Hundreds of little boxes of Toasted Corn Flakes — "The Sweetheart of the corn"—were given away free at the Exhibition. Small boys and girls, and even the oldest of old men were on hand to obtain free samples of this favorite breakfast dish. In addition to the cunning little packets which the visitors carried away with them, many were served with the Corn Flakes at the booth, white-capped and aproned maids dispensing it with cream and sugar to any that asked.

That corn is one of the healthiest cereal foods has long been admitted. The difficulty in the past has been to present the ripened corn to the consumer in a

pleasant form. The Toasted Corn Flakes Company have certainly found the proper method. There is no breakfast food so delightfully crisp, so appetizing, so full of sweetness and nutriment as this — Kellogg's Toasted Corn Flakes.

One point about this product must always be borne in mind. Toasted Corn Flakes come from a clean factory. Cleanliness and conscientiousness is the motto of the manufacturers of this product. Perhaps this has had something to do with the marvellous growth in the sales of this company. Within the last two years the Canadian plant at London, Ontario, has been forced to double its capacity. Although the new machines and additional



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employees work up to full capacity, it has sometimes been a problem for the Company to know just how to meet the ever-increasing demand.

The phrase, "The Sweetheart of the Corn," together with the well-known picture which accompanies it has become very popular, and many people passing through the Manufacturers' Building exclaimed when they caught sight of the booth, "Oh, here it is! Kellogg's Toasted Corn Flakes—The Sweetheart of the Corn."

The Toasted Corn Flakes Company is broadly known for its scrupulous dealings with all those with whom it comes in contact. The grocer is given the best of advantage. Big dealers are given no advantage over the smaller men. All fare alike. When it comes to the actual consumer the Toasted Corn Flakes Company sees that the quality of their product is always above standard and that everything, from the keeping clean of the factory to the sealing of the great big packages, is done with a view to maintaining the high reputation of this company and its famous product.

WAGSTAFFE'S LIMITED.

Two fine, old-fashioned wives were crossing the Exhibition Grounds. They wore bonnets on their grey hair and shawls on their shoulders. They carried baskets filled with souvenirs—fans, folders, catalogues, samples. They had been watching the carpet weaving in the Process Building and now, crossing a piece of lawn, they searched out a bench, sat down, and proceeded to eat the lunches which had been concealed in their baskets.

"Martha," said one, "I don't see how ever you do make that jam?"

"What's that Lizzie," returned the other, pretending not to have heard the compliment.

"That there Raspberry jam! However do you make it? I can't. Mine's always different from that. Not half so good."

Martha looked pleased but uneasy. She was at a loss to know how to answer the flustering remark.

"O Law!" she exclaimed at last, "that ain't good jam. That's just ordinary jam.

I don't mind sayin' to you, Lizzie, that I am a good hand at preservin'." I do like a nice jam, or preserves, an' I always thought I knew how to do it. But —"

"But what . . . ?"

"Well, I tell you, it just seems to me the world ain't half 't smart as it used t' be. Take my mother now! Meant to say y' ever can get jam 'r preserves like your own mother'd make? I can remember 'em! My, but that was real jam. And once, one fair time, I did get a taste of the kind ma used to make. But I guess it was a fake, or maybe I just thought it was the same."

"Where'd you get it?"

"Don't know. It was last year, in one of those big buildings. Pa and I were just wanderin' around and we got lost down in one of the side alleys like, in the Manufacturers' Building. Anyway, there was a big crowd around one place and Pa, he shoved his way in. Pretty soon he came out again with two little mites of sody biscuits with a bit of peach jam on each one. He gave me one and ate the other. The minute I tasted mine I looked back to see the name of the man that was makin' it. But I couldn't see. I asked Pa an' he said there was a crowd he'd not noticed, but he thought the place was to advertise some sort of biscuits maybe. All he'd seen was a woman with a white cap an' apron."

"I tell you that jam on that little mite of a sody biscuit was Mother's jam. I'd give a lot t' know where they got it and mind you, to think of them giving it away on sody biscuits, jam like that, Mother's jam!"

Sadness fell upon the two old ladies as they sat on the bench munching sandwiches with jam in between the bread.

The policeman at the west-end entrance to the Manufacturers' Building smiled to see the courage of two fine old ladies who had enough nerve and enterprise to venture into the maelstrom of humanity, just inside those doors. Side by side, holding hands, they let the current carry them down the great side aisle, past the pianos and the organs and the extract of beef booths. Martha was just falling into pleasant conversation with a handsome young man who was talking her all about

a reed organ which he wanted to sell, when Lizzie tagged at her skirt and called to her to "come on!"

"Wait," answered Martha. "I've always said when Pa got money enough I'd buy one of those here organs. Now Lizzie—"

"Yes, but here's your jam! Here's the place you and Pa were to. Come on."

The pair, like school girls, fled from the organ seller, down a cross-aisle. To be sure, there was the crowd, there was a white-capped and white-aproned maid and she was handing out little "sody-biscuits" with jam on them—little glistening mountains of jam.

Lizzie took one and ate it slowly, suspiciously tasting it carefully and judiciously. She squinted up her old blue eyes as though trying to recall where she had tasted jam like that before.

Martha didn't even want to take off her silk gloves. She accepted the biscuits, looked at it, looked again, squinted suspiciously at the woman in the booth and sniffed.

Then she ate. When the biscuit had vanished she turned to Lizzie.

"Lizzie," she said, "I'm goin' to find out what these people are advertisin' and

where'd they get that jam. I'm the best jam-maker in Wellington County and I can't make that jam. That's my Mother's recipe. I lost it. Now I know. Somebody's stolen it!"

She bristled up to the booth.

"Young woman!"

"Yes."

"Where'd you get that jam?"

"That jam! That's our jam."

"Which?"

"Our jam. We make it."

For a quarter of a minute the older woman gazed up and down the younger one. Cold disbelief was in her eyes. Bitter streams in her voice as she spoke.

"You!" she said, "You! A bit of a girl like you makin' jam like that. My Mother's jam! Better'n the best in our country! No ma'am you can't, as they say, put one over on me."

"But it is. It's our jam—Wagstaffe's."

"Who, Wagstaffe?"

"Our Company, the man who runs our factories."

"Factory?"

"Yes."

"Y'mean you sell that?"



"Yes."

"Then I'll buy some right off. Can y'—" sipping up a bit closer and putting on a cooing smile. "You—ahem—I say you couldn't manage to get me the recipe—er—could you?"

"Fraid not," replied the girl. "It's secret."

"Humph! Well give me some and some of those strawberry preserves, too. Yes. Slip 'em to Mrs. Martha—" and so on.

The secret of Martha's mother's jams and preserves was just this. She probably had a good housewife's instinct for judging the proper amount of sugar to be used with fruit of a certain amount of acidity. For instance, with strawberries she used so much, raspberries so much, and so on.

Sometimes, however, Martha's mother made mistakes. Although the fruit probably came from the home farm, still, from year to year, the acidity of the fruit from the same plants might vary, and if the variation were very marked, Martha's mother's preserves might not be quite up to the standard unless she had varied the proportion of sugar accordingly.

There was no secret about the jam that her daughter tasted at the fair. The Wagstaffe factories employ chemists to determine exactly the acidity of the fruit before the recipe is made out. From the chemical analysis is determined the amount of sugar to be used for that batch. In Martha's case she probably did not know the right proportion of sugar to use, and perhaps she failed in the cooking of it, too. In her mother's case she did not always get the right proportion. With Wagstaffe jams and preserves the makers always know.

The city house-wife secured fruit from the market or from her grocery, which is very varied in the percentages of acidity. After it is made up into jam it tastes, undoubtedly very good, but if you wish to know just how good it might taste, try Wagstaffe's.

The Wagstaffe Company, of course, caters to the most particular buyers. It takes the utmost care that the fruit which is used in the factory is the best, that the other ingredients are the best, that no un-

healthy thing is used in the making, such as harmful preservatives, etc., that everything is spotlessly clean, and finally, that the jars and pails, used for the fruit, are the very best and most convenient.

After the fruit has been cleaned in the Wagstaffe factory in Hamilton, it is not touched by human hand again until it comes to your table. Your preserves and your jams, madam, may be excellent. We have no doubt they are. Taste Wagstaffe's and you will find how much good mere fruit can be made to taste of if you find that your own is quite as good, then you will have the satisfaction of knowing that you are indeed equal to the best preserver in the country.

After all, does a woman save money by doing her own preserving? When you count up time, and trouble, the cost of heating, the cost of buying sugar and fruit at retail prices, and jars, too—is it worth it? In Wagstaffe's factory, expenses are reduced to a minimum. The goods are sold at a minimum price. Try them and learn just how good a cook you are, or how far short your recipes are from real recipes. Write to the Wagstaffe, Limited, Hamilton, Ont.

SEALSHIPT OYSTER SYSTEM.

There was a crowd standing round the booth in the Manufacturers' Building staring at a sign. The sign said: "Sealship Oysters are the only Oysters that can look a Pure Food Inspector in the Face." It was a clever sign. It made the people laugh first and think secondly. The sign was being displayed by the Producer's Sales Company of Sealship Oyster fame.

The Sealship System is to-day easily the largest producer and shipper of oysters in the world.

Thirty thousand acres of producing and maturing oysters are owned outright by the Sealship System. Practically all of the famous Blue Point oyster beds in the Great South Bay are owned by the Sealship System.

Until last May, the Blue Point beds remained the property of private owners, on a grant from King George III. These beds have long been considered the most valuable in the world.

This season a large part of, and hereafter nearly the entire production and sale of Blue Point oysters will be handled by the Sealship System, and grown, packed and shipped under the Sealship methods, thus increasing the quantity and improving the quality of the immensely popular Blue Point.

In addition to the enormous yield of this vast oyster growing territory, the Sealship System controls the output of the best growers and shippers of all the

sure the delivery of oysters to the table with the same delightful taste and perfect purity as when they were drawn from the deep sea, and without additional liquid.

In other words, the Sealship Oyster System set itself the task of delivering to a consumer anywhere in Canada or America, oysters that would taste as good as the Blue Point taken from the beds of Great South Bay, opened and eaten on the spot. The Sealship Oyster System anticipated the action that many Provinces



beds from Narragansett clear down the coast, including Chesapeake Bay to Florida, and the Gulf Coast to Texas. This section embraces the finest oyster beds in the world, including all the famous varieties.

The originators and present owners of the Sealship Oyster System realized years ago that there was a growing sentiment in favor of pure food and the square deal, and having this ideal in mind, they went to work to devise a package that would in-

and States took, and which the Canadian and United States Federal authorities have now taken, that oysters should not be shipped in open tubs.

The Sealship System insures consumers everywhere oysters of perfect freshness and quality by packing the oysters fresh from the shell in a patent Sealship—a shipping refrigerator consisting of a metal cylindrical outer case and an inner case or container. The container holds the solid oyster meats and, when filled, is pro-

sected absolutely by an air-tight parchment-lined cover, which is sealed at the sea-coast shipping point and is not opened until it reaches the retail dealer. The container, holding five gallons, fits inside the outer case and is surrounded by cracked ice. A felt cover is clamped over the whole and the Sealship is ready for its trans-continental journey. When necessary fresh ice is packed en route without disturbing the oyster container. The use of the Sealship insures the delivery of the oysters in perfect condition to the retail dealer.

In order to sell Sealship oysters, retail dealers must sign contracts with the Sealship System, binding themselves to promote the Sealship policy of protection to the consumer. And in order to properly keep and display the oysters and identify the brand to the consumer, each dealer is required by his contract to lease a store refrigerator—made on the same principle as the Sealship—and called the Sealshipcase. This is a blue and white porcelain fixture bearing the trade mark and name of the Sealship Oyster System. When the Registered Sealship Agent receives his order of Sealship Oysters, he immediately transfers the consignment from the Sealship to the Sealshipcase, from which refrigerator the oysters are delivered to the consumer, thus carrying out the principle of cleanliness and perfection to the utmost. A specially devised wax-lined package, impervious to moisture and perfectly sanitary, is provided to carry the oysters from the dealer's to the consumer's door. Thus every foot of the journey from the sea bed to the table is guarded. Every Sealship, Sealshipcase and paper carton bears the Sealship brand or trade mark—a guarantee of good, wholesome oysters wherever it is seen.

A recent innovation of the System is the packing at its selling agency, The Producers Sales Company, in Toronto, of Sealship Oysters in small tins, holding 13 and 26 ounces, and designed for family use. These are called No. 1 and No. 2 Sealships, and may be procured from any registered Sealship agent in Canada. Each Sealship bears the trade mark and guarantee of the Sealship Oyster System, and this in itself will insure for them a favorable reception by the public.

"ALCA" VACUUM CLEANER.

No woman would now think of doing all her sewing by hand, as by the use of the sewing machine she can do much better work and more rapidly. Vacuum cleaners are even further ahead of the old method of cleaning with a broom. The "Alca" Vacuum Cleaner, which was effectively demonstrated in the Manufacturers' Annex at the Exhibition, is one of the most effective hand cleaners made, although it sells for only \$6.00, and it is as efficient as any vacuum cleaner selling for four times the price. The most delicate woman or even a child can operate it with ease.

The "Alca" has no complicated parts—nothing to get out of order, and with the use of it you can restore your rugs and carpets to a condition like new and keep them in that state. It does away with the necessity of taking up carpets and



"Alca" Vacuum Cleaner

beating them. The "Alca" Cleaner removes dirt and germs from beneath the surface. It does not scatter dust and microbes, as they are carried into the Cleaner by powerful suction.

The nozzle of the "Alca" Cleaner is nine inches wide, therefore, it cleans a greater surface with each stroke than any other hand-operated cleaner. Think what this cleaner would mean to any woman. She could do her work ten times quicker,

easier and better than by the old method. The rugs and carpets are cleaned on the floor, and the furniture is not shifted about or covered with dust—no germs sent flying through the house. Every room spotlessly clean and free from the odor of dust, etc.

Who would be without a vacuum cleaner when one can obtain for the small sum of \$6.00 the "Alca," which is positively guaranteed to be satisfactory in every way? Mr. A. Hills, 1039 College Street, Toronto, manufactures these cleaners, and will personally stand behind every one that is sold. He has a booklet which explains further the merits of these cleaners, and every reader should write for a copy.

BELL PIANO COMPANY.

There is no monopoly in the Art of piano making. There are many men who know all that is necessary of the construction of a piano. They know where to get the tools and the materials. But

there is a difference: Scientific knowledge, study, research and conscientiousness are necessary in the making of the best piano.

It is scientific knowledge, study, research and conscientiousness that have made the Bell piano what it is. The name Bell has for forty-five years been widely known in association with musical instruments of the highest type. The Bell Piano Company of Guelph, Ont. (whose trade is world-wide) prizes this reputation, this high position. Each year it studies how to make still better the pianos which go out to music lovers all over the world. The Bell Company observes all new inventions, all means of bettering the product.

As for tone and action, of course, nothing further need be said for the Bell Piano than is already known. The tone quality of this piano is of the standard of excellence. There is, however, another remarkable feature about the Bell piano: its inimitable quick repeating action. The technicalities of this delicate piece of mechanism are too intricate to be explained here, but it may be sufficient to say that



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no matter how rapidly the Bell piano is played, no matter how fine a trill, or rapid a repetition of one note is played, the Bell will respond where other pianos would fail utterly. The Bell is the only piano possessing this feature, and is truly a musicalian's piano.

The Bell-toned steel sustaining frame is another feature which ought to be mentioned. The Bell patented steel frame or back not only improves upon the tone of an ordinary piano, but renders the construction more rigid and durable. On the whole it is a most up-to-date piano.

The Bell Autocolor Player-piano is, of course, well known throughout Canada. For those who cannot themselves master the technique of the piano there is nothing better. The great masters are at their finger tips, even if they do not know one note from another, and not only that, the Autocolor allows for expression in the rendering of music, which probably none but a great master could obtain.

The booklet which the Bell Piano Company publishes, a copy of which will be sent to your address on receipt of a request, cannot fail to be of interest to all lovers of music. Even though they may have their own pianos, there is much to be discovered in the Bell catalogue, showing the newest inventions, newest designs, styles, finishes, etc.

THE GLIDDEN VARNISH COMPANY

This very afternoon or morning, while you are reading this Magazine, hundreds of coolies in China are busy picking queer little black nuts from a certain kind of Chinese tree, just in order that the largest varnish company in the world, a company whose Canadian and American factories turned out, last year, ten million tins of Jap-a-Lac besides other varnish products, may be supplied with the oil which is the basis of this company's enormous business and which is absolutely essential to the making of the best varnish—Glidden Varnish.

After the nuts are picked, the coolies take them to a mill where they are crushed and the oil extracted from the little white centres of the nuts. Then a long procession of coolies will start out for the

nearest sea port, carrying skins on their backs, full of this oil, which skins will be deposited at the wharves of the great steamer companies, pending the transshipment of this material to the Glidden factories in Cleveland and Toronto.

This oil, called China Wood Oil, is the basis of good varnish. Linseed oil is no longer accepted as the best ingredient. There is, however, a difficulty in the treatment of this China Wood Oil, which prevents most varnish makers from using it, successfully. The oil must be heated to a very high temperature, and unless this is done skillfully and with knowledge of certain chemical rules in connection with the treatment of it, the oil turns into a solid material somewhat like rubber. Because of this difficulty in refining the oil a great many varnish makers are compelled to use Linseed Oil.

Linseed Oil dries from the outside inwards. China Wood Oil dries from the inside outwards. This is the really important difference between the two. Varnish made from Linseed Oil dries on the outside first and is liable after a time to crack, when the inside varnish shrinks. China Wood Oil varnish will not crack. It is flexible and tough.

The Glidden Varnish Company had a most interesting and instructive exhibit at the Exhibition and thousands were made aware of the superior qualities of Jap-a-Lac and the other products of this firm.

The Glidden Varnish Company has been making varnish for about fifty years. In that time it has become absolutely the master of the art of treating China Wood Oil and has, therefore, been able to make the very best varnish—perfectly waterproof—that can be obtained anywhere. Of all the pianos that are made in the United States fifty per cent are covered with Glidden Varnish. Almost all the great railroad and steamship companies and large manufacturers use Glidden products.

Jap-a-Lac is perhaps better known to the general public than any of the other Glidden Varnish Company's products. As we have said before, millions of tins of Jap-a-Lac alone were sold by the Glidden Company in Canada, the United States, and all the rest of the varnish using world last year. Thousands of house-

wives use it. In fact Jap-a-Lac is primarily intended as something which the woman of the house can use without practical experience. It is made in twenty-one colors, including all the wood colors, gold and aluminum. Jap-a-Lac is used on floors, furniture, wood-work, carriages, or in fact anything that can be improved by varnish. It is a means of renewing your old furniture and will be found use-

Let us repeat: The Glidden Company is the most expert company in the handling of China Wood Oil. China Wood Oil is the best ingredient for varnishes. Add to these two facts the fact that nothing but the best of gums and colors are used in Glidden products and you will see why it is that the Glidden factories are larger than any others in the world. For



ful in a hundred ways in improving the appearance of various things from cellar to garret.

In this regard it is well to observe that the Glidden Varnish Company manufactures also a flat interior wall finish, which can be washed. With this and with Jap-a-Lac your house should never need to look in a neglected condition.

example, Jap-a-Lac contains, in addition to the China Wood Oil, Kauri Gum from New Zealand, and pigment coloring from Germany. These are the best that can be obtained.

They have a booklet which should be very interesting and instructive for housewives. Copy will be mailed to anyone writing them.



GEORGE H. KING COMPANY.

The Dominion Government at Ottawa and the Provincial Government of Ontario have adopted the King Edward Vacuum Cleaner. These two Governments have their problems of actual house-cleaning just as any household has, only that the problem with them is larger. There is, therefore, much significance in the fact that both of them use the King Edward Cleaner in preference to all others.

The George H. King Company, of Woodstock, Ont., manufactures these cleaners either for hand, electric or gasoline power. The apparatus is very light and can be operated with the greatest of ease by even a boy. The suction is created by a double system of pneumatics which makes the action of the machine most satisfactory. The suction is, of course, even and powerful. It takes out all the dust and yet will not injure any fabric to which the instrument may be applied.

It should scarcely be necessary to enlarge upon the advantages of vacuum cleaners over the old-fashioned methods of cleaning. As compared with the work of the broom, stirring up the dust and allowing the germs to settle everywhere in the room, the Vacuum cleaner should be re-

garded as priceless in any household. The King Edward Cleaner cannot claim to have a monopoly of all the good ideas in making vacuum cleaners, but it does claim to have the best ideas and the latest, and that it has some features which none of the others can claim.

The machine was invented and patented by the present General Manager of the Company, Mr. George H. King. They have their own plant in Woodstock, Ontario. Their machine is one of the lightest vacuum cleaners manufactured at the present time, and a child ten years of age can carry it without effort.

Their catalogue gives full particulars as to the reliability and durability of the machines, and it would be in the interests of every housewife to send for a copy.

SHERLOCK-MANNING PIANO COMPANY.

A piece of wire will make a beautiful sound if you know what to do with it. String several of them across a board and stretch them at different tensions, and the various wires, thus stretched will give different tones, according to the way they are strung. Experiment a little and you can make a complete scale. Study it and

you can make a set of wires that will give forth all the series of half tones which occur in a piano.

But this does not make a piano—at least, not a Sherlock-Manning Piano.

An ordinary wire will make an ordinary sound. A piece of steel wire—some wound with copper—made in a certain way, will give you a wonderfully rich sound, a sound that is as pure and sweet as the tone of a perfect bell.

This is what the Sherlock-Manning Piano Company, of London, Ontario, have done.

But even when you have secured the set of wires and insured the quality of those wires, there are a thousand details to be considered. Even the best of wires, poorly mounted, on an improper frame, will give only ordinary tone. Or, perhaps, although the frame may be a good one at present, it won't last, won't endure the strain which the wire-tension places upon it.

The Sherlock-Manning Piano has one of the best frames and sounding boards that can be obtained. More than that, the wires are mounted with bushings

which prevent the contact of "metal with metal"—the sort of construction which makes a "tinny" piano.

But even with all these things, the problem of making a good piano is not solved. The question remains, how are you to set the strings "singing"? How can one devise an action which will answer any sort of a touch?

The Sherlock-Manning Piano Company did not put a single piano on the market until it secured the best obtainable action.

The result is a piano of wonderfully mellow and rich tone with an action which responds to anything. It carries the lightest touch of the most delicate player to the wires in such a way that they vibrate. And if the touch be strong and heavy the great wires and the sounding board of the Sherlock-Manning Piano respond magnificently.

These features all tend to make the Sherlock-Manning 20th Century piano the quality instrument that it is. Considering quality, the price is surprisingly reasonable and worthy of investigation.



GUNDY, CLAPPERTON COMPANY.

At an interesting exhibit in the Process Building, a thin disk of stone was whirling around and around on the lathe in front of a glass cutter. The glass cutter, sitting on his high stool, poised the rough-looking piece of glass which he held in his hand, close to the keen edge of the wheel. It was a punch bowl in the rough, being cut by a Gundy, Clapperton Company expert.

Slowly and deliberately the glass cutter pressed the bowl in against the edge of the

of the pattern—a Gundy, Clapperton pattern—would have been marred.

Thousands watched the Gundy, Clapperton cut glass artists working. Other thousands exclaimed with delight, when they saw the Gundy, Clapperton exhibit of finished glass in the Manufacturers' Building.

The Gundy, Clapperton Company aims to supply the best cut glass that can be obtained anywhere. Their watchword is "Quality First." The firm has been established five years and has been always faithful to that motto. Anything which



disk. He held it a minute or two and then withdrew it. There was a groove in the surface of the glass where there had formerly been just one of those stirred lines. Little by little he pressed other parts of the rough bowl against the revolving disk. If his hand had trembled as he held the bowl, the whole piece, with all his work on it, might have been shattered. If he had pressed the bowl too heavily, the groove might have been made too deep, or the bowl broken. Had he failed to hold the bowl just so, the grooves might not have been exactly straight and the beauty

would hurt the Gundy, Clapperton reputation for "Quality First" has been avoided. That is why Gundy, Clapperton goods have already become recognized as the best obtainable.

Outside the regular line, this firm carries an interesting range of novelty pieces and they are the only firm in Canada producing the new "Intaglio work," or "Stone Engraving," in natural designs, such as roses, acorn and fruit patterns.

"Quality First" Cut Glass can be obtained from the best dealers and those purchasing it may rest assured that they are

getting glass of extraordinary value as the Gundy, Clapperton Company stands behind all their goods. They will forward one of their illustrated catalogues to any dealer writing them for a copy.

This firm has just extended its factory and doubled its floor space, which has been made necessary by the enormous growth of the business due to the fact that the public has come to realize that the Gundy, Clapperton name means "Quality First" in everything—design, material and workmanship.

discriminating and particular people as the best that can be obtained anywhere.

The Jaeger Sanitary Woollen System was founded upon the study which Dr. Jaeger made of the problem of hygienic clothing. The manufacture of Jaeger garments is based upon the use of absolutely Pure Wool, Camelhair, and other animal fibres; nothing goes into Jaeger garments but the very best material and workmanship obtainable. These two points—Dr. Jaeger's years of study, and the fact that no vegetable fibre or adulter-



DR. JAEGER'S CO., LTD.

Every expedition of importance during the last twenty years has carried a Jaeger Pure Wool outfit. When Stanley went into Equatorial Africa he was equipped with Jaeger clothing and bedding. When Dr. Nansen set out for the North Pole he carried Jaeger clothing and bedding. The Jackson-Harmsworth Arctic Expedition, the Wellman Polar Expedition, the Argentine Antarctic Expedition, the Shackleton Expedition—and so on, down to the present when the great visitors do not find their equipment complete without Jaeger Aviation Suits. Jaeger Pure Wool garments and bedding are recognized by

ation of any kind is used in the manufacture of Jaeger garments, explain why Jaeger clothing and bedding have come to be so highly thought of, why Jaeger outfits have been carried in all the expeditions named above, and why the Jaeger name is a household word all over the world.

Wherever shall a man be clothed?

Wool is the one material which keeps the body at an even temperature, and protects it from sudden changes; because it allows a proper ventilation of the body, permitting the healthy operation of the pores. It does not absorb water readily, and therefore does not become clammy and chill the body, but it assists the rapid



THE LONDON FEATHER COMPANY LIMITED.

A feather should be purchased with great care. A willow plume, long and graceful, is almost like a jewel. It may have flaws which the purchaser may not at first detect but which will show in the end. And, like a diamond, these tiny flaws are known only to the expert, to the man who is selling the goods. The purchaser of a diamond is more or less in the hands of the jeweller. The same is true of feathers. You must know from whom you are buying. Much depends upon this.

The London Feather Company Limited, of Toronto and Montreal, not only guarantees the quality of the feathers which it sells, but may be relied upon in every way to treat its patrons to the benefit of its wide experience and excellent taste. In addition to this it is worth bearing in mind that the Lon-

don Feather Company, Limited, imports its feathers from its own farms in the world's greatest ostrich farms of South Africa. It prepares these feathers for the market and sells them direct to the person who wishes to wear them. In this way the profit which ordinarily goes to the middleman is saved to the consumer. The quality of the feathers is, of course, beyond the need of comment or explanation. The London Feather Company, Limited, guarantees its feathers to be of the highest quality and satisfactory in every way. In the event of dissatisfaction the General Manager, Mr. Chas. Hall, gives his personal attention. Buying a feather from this company you may rely upon its being exactly as it is represented.

Their illustrated catalogue should be in every house in Canada, and they will forward one to any address on receipt of request to Mail Order Department, London Feather Co., Limited, 144 Yonge St., Toronto. New Canadian Retail Branch store at 569 St. Catherine St., W., Montreal. Que. Offices in London, Eng., Paris and New York.

WM. E. ORR & COMPANY.

An exhibit that prompted more than ordinary interest in the Manufacturers' Building was that of the Wm. E. Orr & Co., fine furs. The artistically decorated booth and the excellent quality of the furs displayed, fully justified the interest shown and the favorable comments which were passed.

Enclosed in and upon the show cases and floor space within their compartments were articles of handsome style in ladies' coats, muffs, stoles, made of Mink, Persian Lamb, Seal, Hudson Bay Sable; besides which the firm are makers of men's coats in racoon and beaver.

The Wm. E. Orr Company are specialists in the fur maker's art, besides being buyers of skins in large quantities for wholesale and retail sale. The absolute surety of reliability of the quality of material is reduced to a minimum by buying off this firm.

All skins used in the manufacture are selected, and every garment made under the personal supervision of Mr. Orr, who



Reading advertisements is profitable to you.

evaporation of moisture, and promotes healthy surface circulation. Anyone interested in this important question of Hygienic Clothing will be supplied with a copy of Dr. Jaeger's book on "Health Culture" on writing to the Canadian head office of the company in Montreal.

In addition to the points of hygiene and comfort which are so inseparably attached to the name "Jaeger," there are other noteworthy features—the products of the company being characterized by good taste, good fit, and good workmanship. The unwavering attention to these details has borne fruit, and now the wearer of Jaeger is looked upon as a person of discriminating taste, and one who knows what is best.

The large and ever increasing business which is being done by the Jaeger agents throughout the Dominion is ample proof that the people of Canada know and appreciate "Jaeger."

has over thirty years' experience, and assumes the responsibility of the product, a fact which enables the customer to buy quality goods with confidence that whatsoever the price may have been, you are thoroughly assured you are getting value for your money by buying at the Orr store.

Other essential factors contribute to the satisfaction provided by fine furs. Suitability of the fur for the service expected of it, quality of the skins, style of making and details of finish, should be considered. These are but some of the details carried out by Wm. E. Orr & Company in the manufacture of their quality garments.

In all products a high degree of excellence is maintained, not only by close watch on all branches, but also by enthusiastic interest shown by all the staff. These are prominent facts which have given the Wm. E. Orr & Co. a steady growth of business, and now may well be said they are making goods that hold the field in their line.

Their office and show rooms are located at 245 Yonge Street, Toronto, where an invitation always awaits you to inspect a line of furs, high in quality of material and workmanship, but reasonable in price.

Their catalogue containing illustrations of the latest designs in Furs, will be sent to anyone who writes for a copy.

MURRAY-KAY COMPANY, LIMITED

If a strange man walked into your house while you were away for the summer, he could tell a great deal about your character just by looking over your furniture. He would need to be a man of ordinary intelligence and ordinary powers of observation. But he could do it.

He would know by your drawing-room suite whether you were fond of showy things and things in which quality counted. It would not so much matter whether your house was the house of a poor man or a rich man. He could tell by your furniture whether or not you knew how to get the most for your money; and whether or not you had good taste in your

selections. Of course, the pictures on the walls would tell him stories, too. The curtains would tell him whether you understood just what makes a pretty curtain and a good one. The carpet on the floor might incidentally inform him whether you had much company or not, and whether they were always different people or regular comers — old friends who walked straight into the room and took a chair without hesitating and waiting at the doorway. In short, the shades on your lamps, the fringes on your blinds, the wallpaper and the thousand and one little points about your drawing-room, your dining-room or the bed-rooms, would reveal to a man who had never seen you nor heard of you, what sort of a person you were.

A man could tell by looking over the books of the Murray-Kay Company, Toronto, who were the people of taste in Toronto; who were the people who furnish their houses tastefully, not showily; who were the people who thought more of a well-designed piece of furniture, executed carefully and in proper materials, than they did of having a vulgar sideboard or a vulgar drawing-room suite. The Murray-Kay stores handle some very costly goods, but costliness is not the key to their success in business. Their success is due to the fact that they have known how to produce or import things to please people of good taste, rich or poor, people who like the home, however simply it is furnished, furnished with a sense of its dignity.

There is nothing more overlooked by some people than this one fact of dignity of his house. A sensible, thoughtful man will not wear things which detract from his dignity, things lessen him in the eyes of others; he will not allow his wife to do so, nor his children. He says: "I may not be wealthy, but even a poor man can afford simple things made of good materials." And as with the man, so should it be with his house. When people marry they sometimes talk of "domestic alarms" and that sort of thing. Then they should treat the house as the domestic temple, a place worthy of only good things. The Murray-Kay Company believe in the art of house furnishing.



Their exhibit this year was one of unusual interest. It comprises four rooms, a drawing-room, a cut of which is shown on this page, a dining-room, a hall and a bed-room, in addition to an imposing enclosure devoted to a magnificent display of Parisian fashions for autumn in costumes, millinery, furs, etc.

Each of the apartments presented a charming picture of harmony in decorations, draperies and furnishings, and illustrated the happy results attained when the company is given a free hand in the decorating and furnishing of rooms or entire houses.

Murray-Kay, Limited, invite correspondence from residents anywhere in Canada in regard to work of this kind, and when necessary will send a competent representative for consultation.

Their handsomely illustrated catalogue, which can be obtained by mail, merely upon application, proves this. Whether a man wishes to have a dining-room set done in true Elizabethan style, in fumed oak, at say, eight hundred dollars a set, or a simpler equipment, this firm stands at the service of the beauty-loving public.

GOWANS, KENT COMPANY.

Take a single beam of white light, plain ordinary light, from the sun perhaps, or an electric bulb, or an oil lamp—and shatter it. Split it up into a thousand different prisms and observe the beauties it contains of which perhaps you never dreamed. A mere prism will do it for you to a small extent, but if you take the many prisms of a piece of real cut glass, and pass through it that same beam of ordinary light—you will know that why high-class cut-glass is considered such a beautiful thing to have in one's home.

There was, at the Canadian National Exhibition, one piece of cut-glass in particular, which was, in itself, worth the trouble of attending the Fair. It was in the Manufacturers' Building, in the display of Elite Cut-Glass, made by the famous cut-glass and china firm, Messrs. Gowans, Kent Company, Ltd. It consisted of a huge punch bowl, with pedestal, or stand. As it stood there under the light from the incandescent lamps in the Gowans, Kent booth, it seemed to be almost as though a few million sunbeams of every



hue had been caught and imprisoned in a snowy white ball of crystal, through which one could see them gleaming and twinkling, shifting, twinkling and be-dazzling the eyes with their mischievous light.

Yet when one's attention had thus been once attracted to the wonderful display, one could see hundreds of other pieces in the same booth just as beautiful except that they were smaller. Examining them closely—fruit bowls, vases, butter bowls, all sorts of beautiful things—one could not but admire the exquisite designs, the intricacies of the tiny lines and facets and the cunning with which the glass cutters had wrought upon the face of the glass such rare and charming designs.

Cut-Glass to have real merit must have the best of Crystal in the Blanks from which it is made. No amount of labor expended by the cutter can produce the brilliancy and richness looked for in high-grade cut-glass unless the blank is right. Only one grade of blanks are used in the manufacture of "Elite" Cut Glass. These are the world famous Blanks made by the historic Val St. Lambert Glass Factory in France, recognized by all practical cut-glass experts as the same of perfection in Crystal Blanks. Given a Val St. Lambert Blank, a first-class workman can produce effects at once beautiful, useful and pleasing.

and Messrs. Gowans, Kent & Co., in their "Elite" Glass, show all these qualities.

The market has of late been flooded by a cheap grade of Cut-Glass, the Blanks for which are made in a mould and the whole pattern pressed in the Blank. All the cutting done on this class of goods is a little polishing. The buying public cannot be too careful in selecting Cut-Glass, as unscrupulous dealers offer this inferior glass at prices much below real Cut-Glass, but at the same time, far in excess of the value of the ware. The protection the buyer can always secure is to buy only Cut-Glass bearing the stamp of a respectable manufacturer, and as every piece of "Elite" Glass bears the "Elite" trade mark, no mistake is ever made when this grade of Glass is secured. No Pressed Blanks are ever used by Messrs. Gowans, Kent & Co., and few, if any, other manufacturers of Cut-Glass in America can truthfully say the same.

The lover of fine Cut-Glass will be welcomed at the factory of Messrs. Gowans, Kent & Co., 16 Front Street, E., Toronto, and the whole process of cutting shown, also a full explanation given as to how to recognize the inferior pressed Blank grade of goods. What could be more annoying to anyone who has purchased what

they were led to believe was a piece of really good Cut-Glass to afterwards find it only Press Cut. Messrs. Gowans, Kent & Co. aim to educate the public as to the value and difference in Real Cut-Glass and Pressed Blank Goods, hence this invitation to call at their factory.

Messrs. Gowans, Kent & Co. will forward their large Catalogue to any dealer on request.

TORONTO FURNITURE COMPANY.

A singular feature that marks the progressiveness of Canada, is the desire and demand shown for the better class of furniture. The authenticity of that statement lies in the fact of the steady growth made by the Toronto Furniture Company in the supplying to the wholesale trade, furniture articles for useful and decorative purposes for the home.

The accompanying illustration will serve to give an idea of the neatness and

good taste of display shown by this firm, whose exhibit in the Manufacturers' Building caused many words of admiration from all who saw it. The excellent quality and design of the furniture exhibited, even to the man with no artistic taste, would cause a halt in his march, and on his further inspection, its genuineness would win him also as an admirer of its better quality. The furniture shown in the exhibit is a mahogany dining room suite, Chippendale design; and a bedroom suite of Prima Vera (white mahogany) design.

This firm specializes in the production of furniture of different periods. Their show-room is replete with dining room suites of Elizabethan period; dining room and bedroom suites of Sheraton design, this furniture is all trimmed with genuine Sheraton trimmings, which adds greatly to its handsomeness; bedroom suites of William and Mary period; these are made in old brown mahogany and in Italian walnut; bedroom suites, Colonial design, with four poster beds, made of



Don't fail to mention Maclean's Magazine when writing advertisements.

solid Honduras mahogany; bedroom furniture in Kyoan and satin walnut, besides all finishes in enamel furniture, made in Louis XVI pattern.

Sewing tables in Napoleon, Sheraton, Lady Minto, Martha Washington, Colonial and Imperial; card tables, pedestals, parlor tables; library furniture in Chipendale, Colonial and Sheraton inlaid, are all made by this firm and are in keeping with their sole object of making furniture of best quality and period.

Almost at the main entrance in the Exhibition Grounds, on Dufferin Street, stands the handsome new factory of the

lends significance to the home wherein it stands.

When you are buying anything in the better make of furniture, ask your dealer to show you the products of this company, which always bears their name and shop-mark. Should he not be able to show you samples of their goods, a card addressed to them, will bring you illustrations of their furniture and information that will help you to know where you can purchase articles of furniture that bear their shop-mark and that means "Specialists in furniture of the best quality and all periods modernized."



Toronto Furniture Company. The size of this modern structure indicates the wonderful growth of this progressive firm and great credit is due the executive heads of this firm, for the marvelous strides made by them during the few years they have been doing business in Canada.

Good furniture in the home, tends to leave an extremely pleasant impression in the mind of your guest. A feature of Toronto Furniture Company, which will add to this impression, is that it is made in numerous periods, a fact alone which

THE ZIMMER VACUUM CLEANER COMPANY.

Primitive methods in household work cause hours of unnecessary labor. Perfect cleanliness, which is the pride of every good housekeeper, is not attained by such ordinary methods as broom or duster, which merely stir up the dust to settle again on every article in the house. It would be folly for us to condemn these old-time methods, were there no remedy, but modern science has supplied us with

a machine that greatly simplifies housecleaning through the merits of the Zimmer Vacuum Cleaner.

The public are fast becoming educated to the fact that disease germs lurk in dust and dirt and that carpets and furniture are lodging-places for all manner of germs. With a Zimmer Vacuum plant you destroy the germs and escape disease.

An appreciable device is our patent Germicide or Perfumigator, which is attached to the machine, just below the dust receptacle, and marks the farthest stride

Being the only safe way of ridding the house of not only dirt and dust, but also all manner of disease germs which are the primary cause of disease. With the sale of the machine, the following attachments are supplied free: 25 feet of special vacuum hose, 1 only long nickel-plated steel handle, 1 only short nickel-plated steel handle, 1 only nine-inch aluminum carpet nozzle, 1 only five-inch carpet nozzle, 1 only five-inch aluminum drapery nozzle, 1 only two-inch aluminum up-



yet made toward a perfectly sanitary home. All the air handled by this machine passes through this before going back into the house, and whereas the ordinary machine allows the air to return laden with any germs that may be in it, we effectually kill them.

As a mark of thorough appreciation some of Toronto's most prominent doctors recommend and endorse the Zimmer above all others.

The exhibit of the Zimmer Vacuum Cleaner in the Manufacturers' Annex attracted large crowds of interested visitors, many of whom were using the machine in their homes, and had nothing but praise for its work in turning the drudgery of housecleaning into a pleasure.

holstery nozzle, 1 only one-inch aluminum blow pipe and button nozzle, 1 only ten-inch aluminum wall brush, 1 only four-inch aluminum dusting brush, 1 only face and body massage attachment.

The Zimmer stationary vacuum plant can be installed in houses already built and occupied equally as well as houses in course of erection.

Agencies in all parts of Canada enable us to give free demonstrations to all who are interested in this, the strongest vacuum machine on the market. A catalogue showing photo reproductions of all designs of the Zimmer machine and attachments, explaining its uses and benefits, will gladly be sent you upon request by addressing the Zimmer Vacuum Machine Co., 94 Adelaide Street West, Toronto, Ont.



THE KINDEL BED CO.

The "KINDEL" display of Parlor Davenport Beds in the Process Building was particularly attractive both in arrangement of booth and splendid quality of furniture shown.

This company specializes in the manufacture of high-class Davenports which may be used as beds. In addition to the famous "Parlor Bed" and "Divanette," the "Morris Chair" shown for the first time this year was exceedingly interesting. Covered with Spanish Leather or Mohair it appears to be an ordinary, very luxurious chair, but being fitted with the "Kinde" semi-automatic mechanism—on the same principle as that in the larger Davenports—it is readily opened out into a stunning little couch, with mattress and sheets

in readiness for sleeping. Out of the new chair is shown on this page.



Kinde Chair.

The Davenport Beds are finding great favor among the hotels and high-class

It will pay you to answer advertisements.

rooming houses, where a good appearance counts largely, and in private houses where room is needed and an easily manipulated bed is essential. As the mattress is part of the bed, there is no trouble in making it up quickly when required.

For the crowded "Flat" dwellers, and those in houses who must provide for the unexpected guest, the new Morris Chair will come as a great relief.

weren't right. In short, they blame everything—but the mattress.

The Berlin Bedding Company, of Berlin and Toronto, is in the business of supplying goods to people who believe in sleeping "efficiently." To that end it is making a special mattress. It is a mattress which, when you rest upon it at night, will support you evenly and comfortably, give where it should give and, in short, answer your every movement.

The Berlin Bedding Company believes also in clean mattresses. In the exhibit of this company's products in the Process Building at the Exhibition, the public was shown the layers of clean white cotton inside the dust-proof sheeting, which contains the mattress; and between the outer layers of cotton, a thick layer of fine springy hair. This cotton is bought specially for the Berlin Bedding Company in the Southern States. It is the best that can be obtained. It is specially cleaned and prepared before being used in the mattress. The hair is the best obtainable and is never used without special treatment to insure that it shall retain its springiness and that it can never serve as a resting place for germs.

This company's mattress is built upon scientific principles by a web process. Machinery, specially constructed, cards the cotton into clean buoyant elastic sheets which are built, layer upon layer, until the required weight is reached. These layers stand two and a half feet high before they are compressed to a thickness of five inches, making the mattress soft, yet firm enough to sustain the body comfortably.

The Berlin Bedding Company agrees to deliver one of their mattresses to your home at transportation charges prepaid; you can sleep on it sixty nights and if it doesn't prove satisfactory to you in every way, so that you can recommend it to your friends and neighbors, returns it to them in good order and they will refund your money by return of mail.

Then, too, the Berlin Bedding Company's mattress is made with a lace and. This is a special feature which enables the purchaser to open the end of the mattress and see the filling inside. There can be no better evidence of the good faith of this



Kinde Chair as comfortable Couch or Bed.

Catalog "K" contains illustrations of the different lines manufactured by the Kinde Bed Company in Toronto and may be had upon application to the Company who would be glad to offer any information desired in connection with their Davenports.

THE BERLIN BEDDING COMPANY.

Do you sleep efficiently? In the eight or perhaps ten hours that you spend in sleep out of every twenty-four, do you really get a full measure of rest?

Many a man has waked in the morning and said he felt as though he hadn't been in bed at all. Feels just as stale and stiff as when he went to bed the night before, tired out after the day's work. Many a woman the same way.

And they blame all sorts of things for it. They think of the things they ate the night before and say perhaps something disagreed with them. They say perhaps their bed-rooms were too hot, or the covers

See you saw the ad in Maclean's Magazine

company than this. In addition to this, there are also strap handles on the mattresses which facilitate turning in and moving it. Hundreds looked at this mattress during the Exhibition and were impressed with the high quality and the reasonable prices which the Berlin Bedding Company offers to the public of Canada.

The company is glad to send catalogues, showing prices and the various sizes and sorts of mattresses they make. These catalogues contain valuable information.



WIDESPREAD IMPLEMENT COMPANY, LIMITED.

Bill Jones went to his wardrobe the other day to get out his winter clothes. But oh! such a sight as met his gaze. Moths had eaten them. They were full of holes. His tailor bill the following month and his bill for new underwear amounted to over fifty dollars.

He went down town and met a friend who was wearing his last year's suit. After telling him his troubles, his friend said with a superior air, "Say Bill, why didn't you use camphor balls?" "What?" replied Jones, "and smell like that, not on your life. I'd rather lose the clothes."

A third friend passed whose clothes had not the smell of camphor and yet they had not been attacked by moths. He had kept his clothes in a Red Cedar Chest. Widespread Implement Company, of Port Dover, Ontario, build these Chests.

The Red Cedar from which they are built is of the Southern variety, a small tree found nestling among the mountains of the Southland. The peculiar characteristic of the wood which makes it especially valuable is its fragrant, pungent, spicy odor. The perfume from which, while always deliciously fresh and pleasing is highly obnoxious to moths, mice and all forms of insect life. Moths simply abhor the cedary atmosphere.

As an article of furniture the Red Ce-

dar Chest cannot be improved upon. They are built in several different sizes and designs and are highly finished and polished. The thought ever being to retain the rich, elegant hue so peculiar to Red Cedar. They are handsomely trimmed and bound in either old copper, bright copper or brass and are fitted throughout with locks, handles, lid stays and ball bearing casters. No efforts being spared to make them not only useful but a piece of furniture fit to adorn the very best room.

The Red Cedar Chest is the one article in the house that pays for itself, because it affords absolute protection to furs, fine clothing, woollens and robes. It has solved in a most pleasant way the ever perplexing problem of keeping out moths.

In addition to being insect proof, the Chests are dust and damp proof. A special moulding placed around the cover gives this protection. One is thus able to store furs and delicate clothing at home

without having the trouble and expense of sending them to storage.

The Company guarantee every Chest to be exactly as represented. Otherwise it may be returned at their expense.

They are Red Cedar specialists, furnishing closet linings and fitting up to order

of camels filing sleepily across the sandy plain, Arabs, the shadow of a distant pyramid and in the sky the light of an Egyptian sunset. The picture was vivacious with light and shadow and yet at the same time soft and mellow in tone. One could imagine, looking at it, that one



the "RED CEDAR ROOM" now found so frequently in the modern home.

Their booklet contains illustrations of the different kinds of chests that they build and will gladly send a copy to anyone writing them.

CANADIAN KODAK COMPANY.

The shutter clicked. The Egyptian light flashed through the lens. The man with two kodak tilted back his sun-helmet and rolled up the film. Three weeks later, a group of his friends back in Winnipeg were admiring a photograph which they held in their hands and which had come in, in the European mail.

The scene which the photograph represented was a stretch of desert, a procession

could hear the bells of the camels, the cries of the drivers, softened by the distance,—and the soft whisper of the sand, as it fell in against one's boot tops. "Do you mean to tell me Harry took that photograph?" asked one of the group of friends.

"He did!" returned another. "Don't you remember the kodak he bought before he left?"

All around the world this man with the kodak went. And everywhere he went he took pictures: that is to say the shutter in the little flat box clicked, the light flashed in the lens, and, because he was a fairly careful and thoughtful man, he asked picture after picture to his collection of kodak negatives.

For instance in Alexandria he secured a rare picture of a group of dancing girls;

in Cairo he secured a collection of street scenes, of buildings, and people; and out in the desert, or in the oasis many a beautiful landscape or sunset was added to his collection. He went to India and secured more pictures. To the Malay Peninsula, to Australia, to the Fiji Islands, to China and Japan, finally he crossed to Victoria and Vancouver, and from the swaying platform at the end of the observation car, photographed the mountains, as they loomed up beside the hurrying train.

And yet one does not need to travel abroad in order to make use of the kodak. Take it with you when you go walking or motoring, or on a canoe trip, or a fishing trip. It is always invaluable. This fact was very well demonstrated at the Canadian National Exhibition, where the Canadian Kodak Company, Limited, displayed their wonderful collection of photographs taken by the kodak and developed, printed and enlarged by kodak chemi-



That was five years ago. To-day the men who accompanied him on that trip have only very vague recollections of the things that they saw and the different places which they visited. And when they wish to secure some more vivid idea of the things they saw and have forgotten, they go over to the house of the man who had carried the kodak, and there, in his photograph album, or in the pictures with which his smoking-room is hung, they find records of the scenes which they have been unable to remember, but which have been made permanent by the kodak.

And yet one does not need to travel abroad in order to make use of the kodak. Take it with you when you go walking or motoring, or on a canoe trip, or a fishing trip. It is always invaluable. This fact was very well demonstrated at the Canadian National Exhibition, where the Canadian Kodak Company, Limited, displayed their wonderful collection of photographs taken by the kodak and developed, printed and enlarged by kodak chemi-

It is to your advantage to mention MacLean's Magazine.



A HOUSEKEEPER'S PARADISE.

Home folks who went to Toronto during the Exhibition and failed to visit the Adams Store missed one of the most interesting and educative treats the Queen City possesses.

The Adams Furniture Company, who are next door neighbors to the big City Hall, are proud possessors of the reputation of being the largest Home Furnishing Institution in Canada; the immense establishment requiring over one hundred thousand square feet of floor space for the display and sale of their goods. From one spacious department to another you can go, always seeing things of comfort and beauty for the home. The great section given over to Parlor Furniture contains elegant three piece suites of Modern and Period designs, pretty odd pieces, Rockers, Reception Chairs, etc., luxurious Davenport which can be changed into comfortable full sized beds at a moment's notice, another floor devoted exclusively to Dining Room Furniture, another to Bedroom Furniture with a large Annex containing

samples of Bedding, Mattresses, Pillows, Springs, etc. One division of the store, which is naturally very beautiful and attractive, is occupied by the Drapery Department, showing all the latest fabrics for the making of door and window hangings—here is seen also the daintiest of Lace Curtains that one's fancy might desire. Not the least interesting of all the departments in this wonderful store is the Kitchen Furnishing Section, where the famous "Treasure" line of ranges and heaters are exhibited all the year round. "Hoosier" Kitchen Cabinets and "Caloric" Fireless Cookers being sold exclusively by the Adams Company. Here every Modern Home Labor-Saving Device is found as quickly as it proves its worth.

A large illustrated catalogue containing about 500 photographic cuts of well selected furniture and other lines of home furnishings—which this firm will gladly send to anyone free—for the asking—should be in every home where one cannot conveniently reach the Adams Store. With this catalogue the out of town housekeeper is placed on an equal footing with those who

It is to your advantage to mention MacLean's Magazine.

live in close touch with the store. Readers of this magazine are urged to write for the catalogue which will prove a most valuable aid in learning what is really new and nice in Home Furnishings.

THE D. MOORE COMPANY.

Situated in the Stove Building in a large and prominent position was the exhibit of the D. Moore Company, of Hamilton, a firm of national fame, brought about through the genuinely good qualities of their products. The exhibit this year tended to show the number of lines they are making—all of which bear the name of the "Treasure." One stove, in particular, that brought forth such admiration, was the Sovereign Treasure, out of which we reproduce here.

The Sovereign Treasure is a very handsome stove, chiefly because of the maker's innovation of tile backs. These can be made in any color or design to match the wall covering, besides giving the house-keeper less attention to cleanliness. Other features adding to the appearance of Sovereign Treasure Ranges is the entire elimination of bolts from the exterior of the oven door; and the steel high closet, with interior tile back.

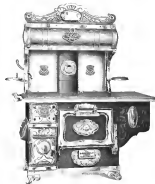
The cooking qualities of a range are equally as essential as beauty in appearance. Many points combine in making the Sovereign Treasure as a cooking range unbeatable. Being well supplied with drafts, this range will hold a fire for forty-eight hours, without replenishing, by being properly "checked." The fire box, if wood is used, will permit of 28 inches length, the ash pan is extra deep and full length.

Every point of attractive usefulness is carried out. Beautiful nickel towel bar is fitted on end of each range, and with the other nickel edges, will permit of easy removal. The modern housewife would do well to look into the qualities of this range, before purchasing a cooking stove of any description.

The steel ranges on exhibit were Premier, Western and Domestic. The exhibit of cast iron ranges, were stoves bearing

nameplates of Happy Home and British Treasure. The latter is made in two finishes, semi-plain and plain, and is considered the best cast iron range of its size in Canada. A line that commanded considerable interest was City Treasure and I.X.L. Treasure, the latter are fitted with gas attachment.

The D. Moore Company well know the wants of the public at this season, and had in their exhibit, a large line of stoves for heating purposes, all standard makes, and lines that can be seen at the stores of any



of their agents in all parts of Canada. Among them were: Treasure Base Burner, Art Treasure, Empire Treasure, Crown Treasure, Ruby Treasure, Treasure Heater, Oak Treasure, Cheap Oak.

All stoves bear the maker's guarantee, and are not made to meet competition. A card addressed to The D. Moore Company, Hamilton, Ont., or their agents in any city or town in Canada requesting booklet "Mrs. Tom's Treasure" will receive this valuable edition, that should be of interest to every housewife.



JARVIS SANITARY FILTER CO.

Good health is maintained by careful attention given to the purity of the water we drink, and the food we eat. Water drawn from the lakes, mountain springs, or whatever source is to a certain extent impure. This means that it contains myriads of bacteria, which may endanger your health, and that of your family. The only safe way is to filter every drop of water you use right in your home and as close to your table as is possible.

In an artistically shaped building, specially designed for the display of pure water systems, the exhibit of the Jarvis Sanitary Filter Co., Ltd., attracted large crowds and unusual interest. The filters were attached to the regular city water supply pipes. The vast difference in the color and taste of the filtered water compared with a glassful of raw city water was most conclusive evidence of thorough perfect filtration through a Jarvis Sanitary Filter.

Simple in construction, its natural stone cylinder is quickly, easily cleaned and sterilized in a few minutes, thus renewing the purity and sweetness of the filtering medium. Simply brushing and washing the exterior surface of the filter stone from slime, dirt, vegetable and other suspended organisms (found in all waters) is not a sanitary process, because while water is passing through the filter stone it is certain to carry small minute impurities beneath its surface. Ordinary methods of cleaning are not sufficient to entirely rid the filtering medium of all germs and impurities trapped upon and within its surface, and for that reason the Jarvis Co. supply a strong air forcing pump to force out all injurious impurities, thus thoroughly cleansing the filtering stone by compressed air, the only means which makes it possible to thoroughly sterilize the cylinder.

So important is this unique cleaning process that the Governments of all the

leading nations have granted patents protecting it. It is only the "JARVIS" that thoroughly removes the impurities collected in the filtering process and because of such thorough cleaning methods it has been approved by medical men, and adopted for use in hospitals, sanitariums, and many public buildings. The School Board of the City of Toronto purchased 70 of their model No. 2, providing pure sparkling water for 47,000 pupils. Their use by such institutions and other large manufacturing concerns is evidence of their merits not to be found in any other process of purifying water.

The Jarvis is made in different models and sizes, ranging in price from \$15 to \$40. Model No. 1 is the Home Filter, which will furnish from 10 to 15 gallons of crystal clear, pure water every day, an ample supply for the ordinary family. It is especially treated non-rusting and finished silver bronze. Extra quality is given in full hard brass, highly polished and nickel-plated. When finished in white porcelain, matching bathroom or kitchen furnishings this model makes a



Model No. 1. The Home Filter

very handsome, useful safeguard in the home. Ultimately every well furnished home will have its water filter just as much a part of the fittings as a chair or a table. People of refinement and culture will no longer accept any standard of water purity drawn direct from city taps. Model No. 2 is the large capacity filter, and will deliver from 40 to 60 gallons of pure water everyday. It is supplied in the various finishes described in model No. 1. This model has been sold widely among the manufacturing concerns of the city, providing their employees pure water, free from the dangerous typhoid germ, coli communis. Model No. 2 constructed of solid hard brass, then turned, highly polished and nickel-plated, is the most handsome efficient water filter that

has yet been produced. It is the filter "De Luxe." Hotels, restaurants, drug stores and other public places are interested in this superb model. The Jarvis Company carry a splendid line of high-grade water coolers, beverage dispensers and



Model No. 2. Large Capacity Filter

pure water supplies. They are the only concern in all Canada that are making a specialty of everything pertaining to pure water systems upon which they concentrate their whole energy. Their store and demonstrating rooms, located at 23 Richmond St., W., Toronto, are very neatly arranged for the effective display of their goods.

W. J. GAGE & COMPANY.

The class of writing paper you use is often deemed by the receiver as a reflection of your standing and stability. Nothing creates a better impression than a letter written on Holland Linen, a correspondence paper whose high standard has won prestige and an enviable reputation.

At the crossing of the centre aisle in the Manufacturers' Building, comfortably ensconced in a roomy apartment made of mission oak, with Holland blue interior walls in panel effect, was the exhibit of Holland Linen, manufactured by the W. J. Gage Company, Limited, Toronto.

A feature of their exhibit was that it was presided over by twin sisters, employees of the Gage Company. These young ladies were dressed as Holland peasant girls, and brico-brac, and the old wind mill, were other features which gave the

exhibit a particularly Dutch appearance, the display was unique in its attire and the cause of many words of admiration from the thousands who visited the Manufacturers' Building. In conjunction with the exhibit of Holland Linen, the display of Christmas papereries in another case, in many styles and colors, showing some handsome and novel boxing, provoked much popular interest.

The increasing sales of Holland Linens are showing daily the determination of the public taste. It has a pleasing writing surface and may be had in all the correct sizes in Azure and Grey, as well as White.

This fashionable paper is made up in a complete range of Papereries in five sizes and all colors, also in Writing Tablets, different sizes and colors. Another Holland Linen line is Mourning Stationery, Countess and Royal sizes, with four different widths of border and envelopes to match each.

At-Home, Afternoon Tea and Plain Invitation Cards and Cabinets with envelopes to match, also form another very

attractive line in the Holland and Linen Series.

Ladies', Misses' and Gents' Visiting Cards, plain and black-bordered, are another item in the Holland Linen line.

Gilt-Edged Paper is again coming into demand and they have put up one size of this popular paper with gilt edges.

An exclusive feature in regard to the sale of Holland Linen, is the fact that the price is always uniform, regardless of where or in what quantities you buy.

During the busy exhibition season, besides the number of visitors at the exhibit of the W. J. Gage Company in the Manufacturers' Building, the office and warehouse at King and Spadina were daily almost besieged with their large army of satisfied customers.

To all who desire a high-class correspondence paper, for its excellence of quality and variety of sizes, Holland Linen will meet the demands of the most exacting. It can be purchased at all dealers who handle the better class of Stationery. If your dealer cannot supply you, write for a sample.



THE INVINCIBLE RENOVATOR MFG. CO. LIMITED.

Millions of women, five years ago, were killing themselves with broom sweeping. Doctors claim more women are injured by house cleaning and vigorous handling of the awkward broom than it is possible to enumerate.

The science of air cleaning perfectly with a strong steady action by means of centrifugal fans is as far apart in difference from the pump or bellows system used in some cleaning machines as night is from day.

All buildings should be cleaned by air, the reasons why are convincing.—

1st. You can clean by air more thoroughly than in any other way.

2nd. You can clean more easily, quickly and economically.

3rd. Air cleaning frees the house from dust and germs, does not wear out anything, insures health.

Numerous air cleaning devices have been placed from time to time on the market. Some are good. We believe there is only one scientifically constructed machine that will bear proper test and do as the manufacturers claim it will do, have a strong steady action no matter what work the machine has to do. It will not gasp or hesitate in its work as you will find a pump or bellows machine will directly it runs up against hard work. Why? The Centrifugal Fan answers the question for this machine, the "Invincible." These are strong statements and if they were not true we would not dare to make them.

The "Invincible" Renovator is the only satisfactory air cleaner to-day. Ask for the addresses of those who use them, these people will speak as strongly as we do.

The simplicity of the machine cannot be questioned. There are practically only three parts viz., the dust collector, centrifugal exhauster and the electric motor. Simple to work, a button starts it.

It will take the dust from under your carpet as well as the dust on the surface. Another strong statement but positively true. The dusty odor, so often experi-

enced in many homes, is the dry fine dust found under the carpet which is affected by all changes of atmosphere. The damp day brings forth this musty odor. The "Invincible" removes this. The cheapest machine will do it. It takes a very powerful and expensive pump or air bellows machine to do this, and so heavy it would be worse than handling a score of hreoms.

The "Invincible" suction principle and the centrifugal fan never fail. The machine will clean everything or anything where dust will collect. The company's trade mark "It Eats Dust." You use a broom, you and your household eat it. A distinction with an awful difference.

The "Invincible" Renovator is made in different sizes to suit the need of various buildings. The "Junior" suitable for the ordinary home, light in weight, easy to operate but powerful in its work. Larger sizes for the bigger buildings are the "Domestic," the "Commercial" and the great "stationary plant" connected by piping from the cellar to every floor in the house. No matter whether the little "Junior" the "Domestic" the "Commercial" or the "Stationary Plant," they are all "Invincibles" and we have yet to see the machine that will do as effectively the work at such little cost and worry as these Renovators.

The "Invincible" Renovator contains one vital spot. The Centrifugal Fan. Therein lies the power, creating a strong, steady, irresistible air suction that is simply impossible to overcome by any air cleaning pump and bellows, gasping and breath catching machine.

The Invincible Renovator Mfg. Co., Limited, of Toronto, to prove their claims had an extensive exhibit at the Canadian National Exhibition. There the machines were demonstrated and interested spectators had all the fine points ably explained to them, showing the sectional parts of one of these wonderful machines, comparatively noiseless, with no pumps, no wearing parts, no valves, every part invincible.

The company would be pleased to send a copy of their catalogue on receipt of request sent to their office and showrooms, 415 Yonge St., Toronto.



THE JAMES STEWART MANUFACTURING COMPANY, LIMITED.

"Yes," said the man as he stood in front of a big roomy hoth in the Process Building," that looks like a good furnace. It looks like most of the other furnaces I've seen, except perhaps that it seems simpler and better put together, but what I want to know is—what makes your furnace any different from the other furnaces? Why should I buy your furnace instead of half a dozen others?"

The man who had charge of the "Good Cheer" Furnace display of the James Stewart Manufacturing Company, of Woodstock and Winnipeg, opened a little iron door in the front of the furnace and invited the skeptic to look in.

"See that ring?" he said, pointing to a sort of circular trough inside the furnace ceiling.

"Yes. What's the good of that?" "That is what we call the circle water-pan."

This feature marks the most decided advance in the science of house heating, yet attained. Science tells us that absolutely dry air is unknown in nature and that the normal humidity or moisture is about 70 per cent. In heating air, the humidity falls to about 28 per cent., and you have conditions which you have ex-

perienced, without perhaps having known the cause.

For instance, how often have you remarked on going into a kitchen on a winter's day, when the kettle was singing on the stove, "my, it's nice and cozy out here." Get a couple of thermometers which register uniformly and put one in the living room and the other in the kitchen. Then you'll find that the temperature is practically the same in both rooms. Why? Because there is more warmth in normal humidified air than in dry air, and the tea-kettle on the stove is supplying the humidity in the kitchen.

And your house plants do not thrive, and no wonder.

Nature is thus showing you that something is wrong; for an atmosphere in which plant life will not grow cannot be favorable to human life either.

Why should your table tops, door panels and other wood fittings shrink and warp, unless through the agency of the over dry air, laying upon them for moisture which it lacks? Your piano alone warns you a consideration of such conditions.

If under conditions of normal humidity, you can be more comfortable in a temperature of 68 degrees than in say one of 72 degrees—which is not only possible

See you saw the ad. in Maclean's Magazine.

but an actual fact, and admitting that it takes extra fuel to raise the temperature these four degrees, you will readily agree that there must be some economy in the use of a furnace which does provide for the proper humidifying of the heated air.

As to health, we cannot do better than quote eminent authorities on the subject:

Dr. Henry Mitchell Smith, of Brooklyn, N.Y., says, "The relative humidity of any locality is of the greatest importance, but in regulating the "climate" of our homes in winter, this factor is entirely overlooked."



The Chicago Health Department bulletin says: "Dry indoor air is the greatest cause of discomfort, the source of much ill-health, croup, colds and other diseases of the mucous membrane."

Health, comfort and economy are thus dependent on humidity, and the "Good Cheer" with its Circle Waterpan, of which we hold exclusive Canadian rights, places all these desirable conditions within your reach.

The Circle Waterpan surrounds the furnace just inside the casing, and all air entering to be heated, must pass it. This assures humidified air in every heated

room, while with the ordinary diminutive Waterpan, but one pipe and but one room can possibly get any moisture.

Every possible improvement in furnace construction has been embodied in the "Good Cheer," including smoke collar adjustable to right or left side, direct and check dampers, automatic gas damper, dust flues, chain board with chain and pulleys for regulating fire from rooms above, and we have even provided against the possibility of a chimney with a slow and sluggish draft. To do this we have hinged the two hang-

ing fine strips which will be found in flue close to direct and return draft openings. If draft is poor, lift out one of the strips; if very poor, take out both. This will help the draft without impairing the efficiency of the furnace.

Every detail has been worked out so carefully and thoroughly that the dealer can recommend and install the "Good Cheer" with every confidence that it will do all that is claimed for it, and that each sale will prove a good advertisement for him.

Every reader of this Magazine should send for a copy of their furnace catalog.



Knicker

THE ARLINGTON COLLAR CO. OF CANADA.

The Arlington Company's "Challenge Collar" is in a class by itself. To all intents and purposes it is a linen collar—except that you can wash it yourself. The Arlington Company was one of the first to recognize the fact that there is a very great waste of money in the use of the ordinary linen collar. The company endeavored to find something that would do in the place of the linen collar. People said it would be impossible. They pointed out the failure of the old-fashioned rub-

ber collar, and declared that nothing could ever be produced and marketed successfully that would take the place of linen in the manufacture of collars.

After many experiments, the Arlington Company decided that it had found the sort of collar that would fill all the requirements. Patent after patent was secured to protect the idea, and the first collars which are now so widely known as "The Challenge Collar" were placed on the market.

This collar is water-proof in every respect. There is no test to which it can



Patent

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When writing advertisers kindly mention Maclean's Magazine.

be put that will break down this statement. It looks exactly like the ordinary collar and feels just like one—except that it is perhaps better fitting because the Arlington Company endeavored to improve on that point while they were studying the problem—and it is without any doubt whatever the best waterproof collar made. In appearance and material it is exactly like the ordinary linen collar.



American.

The Arlington Company of Canada succeeded the original A. B. Mitchell Company, which company was established in 1889. The president and general manager is Mr. A. B. Mitchell. The company has now three agents to represent them, so great has been the increase in its business, and all customers are thoroughly pleased.

In addition to the Challenge Collar, the Arlington Company manufacture also cuffs, ladies' collar supports, soap boxes, babies' rattles, teething rings, harness leopards, martingale rings, loops and dressing coats.

By the use of the Challenge Collar there is a great saving in the laundry bill of any man. The laundry bill is no small item, and when it is considered the Arlington Company's Challenge Waterproof collar can be washed in a moment and dried as quickly, there is no wonder that hand-roads save nine-tenths of their laundry expense by wearing this improved article of dress.

The Arlington Company occupies now a land space in Toronto of 183 by 125 feet. The building constitutes the most up-to-date factory of the kind in Canada, and the only one turning out the variety of articles made from the same class of material. The style book which this company publishes should be in the hands of every merchant in Canada.

THE NATIONAL ELECTRIC HEATING COMPANY.

Suppose it took two weeks to heat an iron—but then of course anybody knows that that is not necessary, even with the slow, old-fashioned irons which were placed on the top of the kitchen stove to get hot the best way they knew how. But what made us think of heating an iron for two weeks was the fact that the National Electric Heater Company of Toronto turned the electric current through one of their irons in the booth in the Process Building, and left it on all through the exhibition, two weeks, night and day.

At the end of the Exhibition the iron was taken down and was allowed to cool. When it could be touched it was taken apart and experts examined the "element," that is to say the part of the iron through which the electric current passes and which, in overcoming the resistance, gen-

erates the heat. The element was looked at, felt and tested in every way. Yet there was not a single sign of any deterioration in the metal which had thus stood two weeks of solid service.

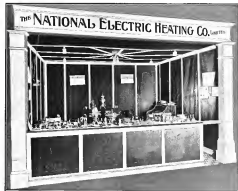
Whether you are buying an electric iron, toaster, percolator, stove, chafing-dish, window rod, or anything else in that line the one point remains of paramount importance; is the "element" in the apparatus a good one? There is scarcely anything else in electrical heating apparatus that matters. The element in an iron is much the same as in a stove or a percolator. If the company which made the piece of apparatus you use, uses the right element then you have probably bought a good iron.

The element in the National Electric Heating Company's iron which endured such a severe test as described above, is the best obtainable. The same that went into that iron goes into the other products of this company. This means that they are all the best. Of course, in addition to the fact that the resistance in the appar-

atus is a good one, there is also the fact that the goods are well designed. They are neat and easily handled. Everything in their make-up is intended to make them the best on the market, and the cheapest to operate. The company will be glad to supply catalogues upon application. Every reader of this magazine should send for a copy as it is free and contains valuable information.

The National Electric Heating Company supplies the only effective apparatus for keeping frost and steam from windows. This is especially valuable to store-keepers, and is called the "Window Rod." These rods will keep a window clear in the coldest of weather and at a minimum cost of operation. They distribute the heat evenly, and, being well-finished, add to the appearance of the window. All goods are absolutely guaranteed.

Another special feature of the National exhibit was their toaster, being the only toaster made that toasts bread on both sides at one time. Not only is the toast made perfectly, but the time it takes to toast is only about 40 seconds.



It is to your advantage to receive MacLean's Magazine.



PETERS' POLISH.

In the old days when a man had a pair of tan boots which he wished to clean and polish, he was told to take a banana skin or vaseline, or one of a half a dozen foolish recipes. None of them were of much use, and it was only a question of time until Peters' polish made an improvement on the appearance.

We wish to say that Peters' polish will not cost on your boot or any article, because it is made from pure oils. Try one package and convince yourself.

Peters' polishes are another matter altogether. Take the tan polish for instance—because tan is the most difficult color boot to clean and polish satisfactorily. The Peters' polish includes a cleaning material which not only thoroughly

cleanses the leather of discolorations and soil, but restores the original coloring of the tan. Then on top of the cleaning composition comes the paste, and you have, in a moment, a pair of tan boots cleaned and polished as they ought to be, and as only a Peters' polish could do.

As with tan, so with the black and all other colors in boots. Peters' polishes are at all times the very best. They make the boot look the best and they so soften and preserve the leather that it actually pays to use Peters' polishes as a means of making boots last longer. The Peters' polishes are absolutely made from pure vegetable oils and positively waterproof. They want agents in every city and town throughout the Dominion of Canada. Their address is 817 Queen W., Toronto.

CANADIAN TUNGSTEN LAMP CO.

How many users of electricity when switching on their light realize that the often indifferent and reddish illumination is costing them three or four times as much as the brilliant and much admired illumination of their neighbor? Even Carbon lamps having a recognized and standard brand, cost for current, three times as much as a "Kolloid-Wolfram" Tungsten lamp of the same candle power, whereas, many small dealers sell lamps of cheap German manufacture, which consume often six times as much as a "Kolloid-Wolfram" lamp, so that whilst saving a few cents on the original purchase price, the same amount is wasted three or four times over during a year in the additional amounts paid to the Power Companies.

The Tungsten lamp, when first introduced, although extremely fragile and hard to handle, was eagerly welcomed by the large users of electricity, not only on

account of the immense saving in their lighting bills but also because of the beautiful white light so restful and strengthening to the eyes, but, with the immense strides that have been made in the manufacture of these lamps, the "Kolloid-Wolfram" Drawn Wire lamp can now be handled with as much impunity as an ordinary Carbon lamp.

Tungsten is a metal that has been long in use in various manufactures in certain types of steel on account of its immense hardening properties, but it has always been impossible to use this metal pure on account of its peculiar qualities. It was early recognized by Electrical experimenters as eminently suitable for Electric lamps, but an appropriate alloy was only discovered after much hard work and then only in a liquid form. The recent results, however, have been reached in various laboratories by different means and the "Kolloid-Wolfram" factory have now a method by which the pure Tungsten



is kneaded under heavy pressure, and, whilst subjected to great heat, so that they are able to draw wire from the pure tungsten metal without the use of any alloys. This results in a Tungsten lamp being made of a much higher efficiency and with a very much tougher filament and has been the means of introducing the

improvement in their method of illumination—this being done quite free of all charge, and, whilst, of course, they would recommend their well-known "Kolloid-Wolfram" Drawn Wire Lamp, anybody applying to them for advice is perfectly free to install other lamps, should they so desire.



Tungsten lamp into private dwellings enabling the illumination to be much better distributed whilst the light being white and steady is eminently suitable for all delicate needle work, matching colors, etc., whilst its soothing and strengthening properties are recognized by many of the leading Opticians and is used by them in their operating and treating rooms.

The Canadian Tungsten Lamp Co.'s head office is in Hamilton, Ont., where they manufacture and handle all kinds of Electrical supplies and their Electrical Engineers are at all times only too happy to give their experienced advice to anybody contemplating any alteration or im-

NUGGET POLISHES.

Nugget Polishes, either for shoes, for furniture, or for harness, need no introduction to anyone. The thousands who stopped at the Nugget booth in the Process Building at the Fair, were not strangers to the goods, but rather old customers, who have formed the habit of keeping informed as to the latest things in polishes.

The puzzling quality about the Nugget Shoe Polish was again demonstrated, as in other years, to large crowds. A boot was taken and polished with Nugget Polish. It was then immersed in water to show the water-proof effect of the polish.

"Yes," objected a fair customer, who had apparently not known all the good points about the Nugget Polish, "but the trouble I find about shoe polish is that it rubs off. For instance if a woman wears a white dress the blacking will rub off whenever the skirt touches the boot."

But the salesman in charge of the demonstration showed that there is one polish which will not do that. Taking a clean white towel he wiped the boot which had just been polished and dipped in water, then he held up the towel for inspection, and there was not a stain on the towel.

Nugget Polishes are a leather tonic. The man who cannot at least occasionally refresh himself with soap and water becomes a poorly man. As with a man, so with a boot. Both need "refreshing." A good polish does the same for a boot that soap and water does for a human being. Of course, no human being does not apply just any soap to the face. They choose a kind that will not injure the skin and that will, in fact, benefit it. The same applies to the treatment of boots and shoes. A good polish—a NUGGET POLISH—renews the color of the leathers, renews its resisting qualities, makes it soft and pliable and makes it wear longer. As they advertise "Doubles the life of your shoes."

The Nugget Company's display at the exhibition was one of the most popular. All of those who wished it were given a free shoe shine, and those who purchased a ten-cent tin of the polish were given interesting souvenirs by which to remember the name of the best shoe polish, the best furniture polish and the best harness dressing—Nugget.

PARSONS & PARSONS CANADIAN COMPANY.

Is there any man who has any pretence to being well-dressed and careful in his appearance, who would wear the old-time collared or "rubber" collar? Most people have a vivid recollection of that unseemly article and it exists to-day chiefly in musical comedies or melodramas in which the silly boy of the village wears a band of white around his neck which glistens in

the sun and which, when he wants to clean it, he removes and washes it in the way-side brook. There have even been some instances in which men have been burned owing to a configuration setting in, as it were, in their rubber collar.

But if a man came to you and offered you a linen collar exactly like the one you were wearing and he said "Now you can wash this collar yourself," would that not be different? If he placed the washable collar amongst a dozen ordinary collars of the same size, shape and markings and wagered that you could not pick out the washable collar, would you not be inclined to try one of those collars?

Parsons and Parsons Canadian Co., in their exhibit in the Arcade of the Manufacturers' Building at the Exhibition, demonstrated to the public, their "Kant Krack" collars. Hundreds of people visited the exhibit and watched the demonstrations. Hundreds bought Kant Krack Waterproof Collars, and to-day, if you met any one of these hundreds on the streets you could not tell that he wore a Kant Krack unless it was by the improved cut and fit of the collar.

It is roughly estimated that it costs the men of England, Canada and the United States, one million dollars a day to keep their collars clean. It costs you very little to have one collar laundered, but if you add up the total of all your bills ever since you have been wearing collars, you will see that you could by this time have had a neat roll of bills in your pocket had you been able to save this money. Some men realized this and invented rubber collars. Some others realizing it, wore them. But rubber collars were a bad proposition.

Now, however, Parsons and Parsons Canadian Co. offer you a collar which has every advantage of the ordinary linen collar and then some. You can continue to look like a gentleman and wear a waterproof collar, a collar which you can launder yourself in a moment, if, when you next go into a men's furnisher's store, you ask for Kant Krack Collars.

Collars usually wear out first at the front fold. To prevent this the Kant Krack has patented flexible lips which relieve all the strain and ensure long life to the collar. Then, too, the Kant Krack

has in the inner fold of the back, a patented "slit" which prevents any pressure on the neck from the back button. This slit also keeps the collar nicely fitted to the shirt at all times. The Kant Krack, though waterproofed, is very pliable and conforms to every movement of the neck, it is light, cool, comfortable and thoroughly up-to-date. Can a collar be any better?

This firm, whose Head Office is in Hamilton, has an interesting booklet, which is fully illustrated and describes the

should be coming inside to see what you have to sell them.

Patterson & Heward, are specialists in the making of brass signs, bronze signs, brass stamps, embossing dies, brass letters, aluminum letters, soap dies, etc. They can supply you with memorial tablets, made in either brass or bronze. Ornamental and monumental bronzes are being made by them for the most particular people.

This same firm can improve the appearance of the signs you use, or the name



merits of Kant Krack Collars and why they are so durable, which they will be glad to send anyone requesting it.

PATTERSON & HEWARD.

Appearances count. Everybody knows this; we merely repeat it. Your personal appearance has a direct effect upon your business success. So has the appearance of your goods. The name-plate on your products may be the making of your whole factory. That badly designed and badly executed brass sign by your front door may be turning away those who

plates on your goods. The firm this year exhibited its products at the Toronto Exhibition for the fourth time. Every year it has been awarded medals. The company was established in 1884 and has been growing every year. Its business now has a large number of regular clients. Messrs. Patterson & Heward are always willing to tender on all brass or bronze work, either for signs or tablets or memorials. They can give the best of designs and the best workmanship and material. Write to them at their Toronto office, 318 West King Street, and let them advise you as to how they can fill your needs.

Don't fail to mention Maclean's Magazine when writing advertisers



NORTHERN ELECTRIC INTER-PHONES.

To comment upon the marvellous growth of the telephone in the past thirty years is almost superfluous. A more recent development of the telephone, however, which is fast springing into popular favor and daily saving thousands of dollars and time among large establishments, is the Interphone—a branch of telephony to the advantages of which business men are rapidly awakening.

The Interphone, which by the way, is the trade name of The Northern Electric and Manufacturing Company's intercommunicating telephone, is really an interior telephone system—that is to say, the type of apparatus which enables one in the home to talk from the library to the garage, etc., or in the manufacturing establishment to talk from the executive desk to the factory superintendent and others. As a rule the Interphone system is used between stations located in the same building, or buildings close together, and where first-class service is required either day or night without the use of an operator.

By the addition of some auxiliary apparatus, arrangements may be made for communication with the main city exchanges.

Interphones are adapted for use in residences, clubs, schools, hospitals, offices, stores, factories, power houses, public buildings and other similar places. They are furnished in either wooden or metal cases, and are finished to harmonize with the decorations of the interior where they are to be used. The metal sets are supplied in three types—flush wall sets, non-flush wall sets, and desk sets. The wooden sets are made only in non-flush wall type and in the desk sets.

The cost of installation is in proportion to the size of the system required. The Interphones themselves are made in capacities of from two to twenty-four stations, and are arranged for full metallic or for common return wiring. Of these the former offers the more advantages, as it renders the system less subject to cross talk or inductive disturbances.

There are several types of Interphone systems. With one type, it is possible for several independent conversations to take place at the same time without interrup-



tion—that is, in a system of twelve instruments, six conversations can be going on at same time. With this system it is also possible for the manager of a business house to have all the other stations in the system connected together for a joint conference—the advantages of which will be readily realised.

Another type of system is especially adapted for use in residences, factories, schools and mercantile establishments, where the intercommunication is not so frequent as to require separate lines. With this system, one station may be called by another, and it is, therefore, just about as satisfactory as the individual line type except for the fact that but two parties can use the system at one time. This type of system is very inexpensive, yet furnishes just the class of service desired by a large percentage of residences.

Still another system of Interphones is especially adapted to schools, where the principal desires to call the teachers individually or the teachers to call the principal, but not for the teachers to talk to each other. For offices, stores, banks or factories, where the principal of the con-

cern must consult with a department head, or for residences calling a central point, such as the butler's pantry or kitchen, this system is also very desirable.

Banks and business houses generally will find such systems as these capable of saving much time and cutting numerous messenger boys off the pay-roll. Incidentally, of course, the service is much more prompt than it would be with any boy. The cost of up-keep is insignificant.

It is scarcely necessary to dwell at length on the steps that may be saved through the Interphone system. The time it economized will amply repay in a short time the comparatively small cost of installation. The Northern Electric and Manufacturing Company, Limited, have telephone experts in Montreal, Toronto, Winnipeg, Regina, Calgary and Vancouver, any of whom will be glad to furnish detailed information on the subject of Interphones.

We would suggest that those of our readers who are interested should write to the branch nearest them for such information as they may require.

It will pay you to secure advertisements.

THE WARNER INSTRUMENT COMPANY.

You can never tell the importance of an exhibit by the space it occupies. This fact strikes a man when, in the Transportation Building he comes to the booth of the Warner Auto-Meter Company and has the merits of the Warner Meter explained to him by the manager of the company, Mr. Donald F. Johnston.

The Warner Auto-Meter is a small instrument, but it is one of the most important things at the Exhibition, so far as motorists, at all events, are concerned. In amongst all the big cars on view in the Transportation Building, the Warner Auto-Meter stood out most prominently. Every well-known owner in the grounds was at that booth sometime during the fair, either to say "Well, how's the Warner? Just thought I'd drop round and tell you I'm tickled as ever with that Meter," or else to say: "Warner! Oh, this

is it. I've been throwing money away on speed indicators for years. Now I'm getting a real indicator,—a Warner Auto-Meter."

The manufacturer who makes good cars and takes a pride in his product—squeals them with Warner Auto-Meters. The auto-owner who loves his car, as everyone should, uses a Warner Auto-Meter. The Warner Auto-Meter is the best you can get. There is no other indicator to compare with it. It is the only indicator worthy of a good automobile. Don't go to a cheap supply house for it. You won't get it there. Go to a good dealer, say, "Warner"—and he'll understand, or write direct to their head office for Canada, at 559 Yonge Street, Toronto, and ask for a catalog. It contains valuable information for all auto owners.

The Warner Meters are sold for the same price in Canada as in the United States.

These instruments are high-grade medium priced and high priced quality.



Buy you saw the ad. in Macleans's Magazine.

THE GRAMM MOTOR TRUCK COMPANY.

The Gramm Motor Company knows nothing about building touring cars — at least, nothing much. It does not pretend to have any knowledge of any sort of pleasure car. But it does know, and in this matter it claims to have the best information—Motor Trucks.

The Gramm Motor Company does not want to sell you a motor truck if you are going to use it, say, for instance, in the furniture-moving business, where you would have a long wait and a short haul.

cut down the earnings of many a good company beyond all reason. It has ruined many a concern that should have made money. We mention this because we wish to ask you if you are not losing money in a horse when you should be using a motor truck. Remember, you may not be. If you are in certain lines of business it may pay you to keep your horses. But those lines are few and far between. Write to us, saying where you read this advertisement, and tell us about your business. Tell us the kinds of runs your rigs make, the length of the steps, the load, the bulk—all the details. We will write back to



The Gramm Motor Company would in that case respectfully advise you to get a horse, or horses.

In fact, unless a motor truck will save you money and make your business more smooth-running, the company would prefer not to receive your order. It may mean, when a man uses a motor truck where he ought to use a horse that he will become dissatisfied. Dissatisfaction hurts the motor truck business. And if you hurt the motor truck business you affect the interests of the Gramm Motor Company, the largest builders of motor trucks in the world to-day.

But there are hundreds of firms at this very moment who are wasting money in stables, lories and wagons. The amount of money which they throw away is fabulous. The delivery department has

you and tell you whether you should have a horse or a motor truck. Our business interests make it absolutely necessary that we should be perfectly frank and above board with you. Our decisions will be the best you could make.

If the Gramm Truck will save you money, we will sell it to you. We have had our factory in Canada, at Walkerville, running for five months. There are now thirty Gramm trucks working in Canada. The Ashdown Hardware Company of Winnipeg now owns three. They were so pleased with the service and the "saved money" which resulted from the first one that they bought another in practically thirty days, and still another a month later.

The Gramm Truck has no parts corresponding to the parts of a touring car, or

any pleasure car. The Gramm Company knows nothing but—trucks. Gramm trucks are naturally the best trucks. Snow won't stop them. They will go anywhere, any time, where and when a horse and wagon can go. Sometimes they go where the horse cannot, as for instance when a snowstorm tied up New York, and only those coal dealers who used Gramm Trucks would deliver coal through the snowy streets. More than this, the Gramm Trucks will carry many times as much as a horse, and carry it quickly.

We ask you to consider these points and fit them to your business. When you have thought it over, write them for catalog and information, addressing their head office, in Walkerville, Ont. Tell them about your business, and if a motor truck is not suitable for it, they will tell you so.

REO MOTOR COMPANY.

This is not about bicycles, but nevertheless there was a time when a good bicycle cost over a hundred dollars. To-day you can get a good one for far less than fifty, and the best bicycles are ones being turned out by the firms which first had enterprise enough to take something off their profits in order that the bicycle might be made more popular and that thereby their business might be enlarged.

It is very much the same with automobiles. People will tell you that a good motor will cost a man—way up in G. They mention five thousand dollars and over.

"But," says the man who had asked their advice, "but I've seen cars advertised for far less than that. I've seen them for three thousand and two thousand five hundred."

Most people have heard conversation like these. They know what the other man's answer was.

"Oh well," he says with a contemptuous shrug of his shoulders, "of course if you want a cheap car, I suppose you can get it. But you'll find that those cheap cars don't pay. Their engines are bad. Their chassis is weak," and so on.

It is quite true that cheap cars do not pay. But neither do expensive ones. Too often the buyer is paying for a big dividend by the motor company, not for tire chains.

Worth. Provided a man can get a car which can be proven to be a good one, it does not matter how little he pays for it. The price is automatic. It is never necessary to pay a high price for a good car. Of course, if a man wants frills he may have them and pay for them. But as for the car itself—find its records, never mind how little it costs.

Once upon a time an automobile made a trip from New York to San Francisco in fifteen days, two hours and twelve minutes. It was an expensive car, and it has done a great thing. It was received with cheers when it reached the other end of the trip. The papers talked about it. It was a great feather in the cap of the makers. The wise people said: "Ah yes, that car cost a lot of money. It pays to pay. That's where a cheaper car would have fallen down."

But they were wrong. The Reo Car, which is built at a Canadian factory in St. Catharines, Ontario, as well as in the United States, proved it.

A car was selected from stock—just the ordinary car which is sold to the Canadian public every day in the week, except that a large gasoline tank and water and oil tanks were fixed in the place of the tonneau. The Reo was taken out of New York one August day and started for San Francisco. She ran day and night, like the other motors that had tried to make the record. But the driver said, "Here! I know this car. It's a good car. I can knock four days off the fifteen-day record anyway!"

He did. The Reo arrived in San Francisco almost five days ahead of the expensive car, which had the previous record. The exact time for the Reo was ten days, fifteen hours and thirteen minutes. In the course of the trip there was but one time when it was necessary to use a wrench on the engine. There wasn't another wasted moment.

Then the same little car went on up to Los Angeles and beat the record from New York to Los Angeles by two weeks. That does it want to San Jose, climbed Mount Hamilton—twenty-four and a half miles in an altitude of 4,200 feet, mostly in a fog—in sixty-five minutes. It lowered the record by ten minutes and what's more—did it without the use of

This, then, is the record, not for a "cheap" car, for the Reo isn't that, for an inexpensive car. The same car that made these records is the same which, except for the tank alterations mentioned, today you can order from the Canadian factory at St. Catharines, Ontario.

If any more argument were necessary one could tell a score of instances where the Reo has done new stunts to prove its durability, versatility, and strength generally.

For instance, there is no rougher part of the country than in certain parts of the Maritime Provinces. Yet a Reo was the first car to make its way over-land on the round trip between the cities of St. John

THE AUTO TIRE COMPANY.

The Goodrich Tire is—well, it is that tire which looks different and is different from the general run of tires. And the Auto Tire Company at 134 Bay Street, Toronto, is the only Canadian agency which is in direct touch with the great Goodrich Tire Company's factory at Akron, Ohio. These two facts belong side by side. When you think of tires think of the Goodrich. When you want a tire send 'o the Auto Tire Company at 134 Bay Street, Toronto. The Auto Tire Company has the most complete stock of popular sized tires and of tire sundries that can be obtained anywhere in Canada. Its



and Halifax. As the crow flies the distance is only three hundred miles, but by the road—a bad road too at times—it is seven hundred.

All sorts of tests have been made with the Reo. She stood up like a little soldier under all of them. Inexpensive? Yes. A Reo may be had for \$1,350.00 or \$1,275.00 or \$1,500.00, according to whether you want a touring car or a two-passenger roadster. But good? No need to answer. Why should anybody pay more? It would be folly to pay less.

The Reo Motor Car would send a copy of their latest catalogue to any address and it contains interesting information which should be read by every one considering the buying of an automobile.

repair department is completely equipped for making any repair promptly.

These facts have come to mean something to many a car owner in Canada. Besides the knowledge that at the Auto Tire Company he can get the Goodrich—the Great White Tread—he has also the assurance that he can get at all times the very best and latest accessories at this company's place of business, and that the company's promptness and excellence in all manner of repair work, or re-adjustment work, is unquestionable.

This company handles everything that you can ever need in connection with this. All sorts of treads and tires, emergency bands for repairing tires. Inside protection patches, automobile spring bumpers,

automobile mats, pneumatic hoses for compressors and general air purposes, headlight tubing, Goodrich rubber cement, Goodrich plastic and many other things which are always useful and at times indispensable in your car equipment.

It is scarcely necessary to say anything about Goodrich products for they are so generally known. It is perhaps merely advisable to impress upon our readers the reason they have come to think of Goodrich products as the standard by which all others are judged. The reason lies in the

THE INTERSTATE AUTOMOBILE COMPANY.

Of course, being a man, you would never admit it, but you have nevertheless heard women say, when they walked up beside a bag slinging car: "Isn't she a beauty. I'm in love with that car." And you, smiling, as was said before, a man, have smiled and climbed in beside the beauty.

The Interstate is one of those cars, one of those that when a woman sees her—one of the seven sisters, for example—



fact that the Goodrich factory is like very few factories. Every man working in the Goodrich factory believes that the goods which he and his fellow workmen are producing are the very best. He knows it. And his knowledge makes him take an interest, a pride in his work. This tells.

When you think of tires, remember that Goodrich is the standard; and remember that the Auto Tire Company at 134 Bay Street, Toronto, is the only Canadian agency in direct touch with Akron, Ohio. It is the place where you can get nothing but the best goods and the quickest service.

Every reader should write for their illustrated catalogues, giving full particulars of the different lines they handle.

she is sure to exclaim "What a beauty," and at the same time, one of those cars which, when you have put her to a hard day's service, or even a hard week, or month or year of service, will not be able to trace any ill-effect.

Did you ever meet a man who impressed you with a sense of his power? He may have been dressed in the simplest of clothing. He may have said little and appeared to be very quiet. But you knew he was a great man, a man of wonderfully powerful personality as compared with all the other men round about. Well you have the same impression of the Interstate. The lines of her body, the trim, stern and yet comfortable lines of her body impress you. Her great wheels and powerful en-



gine explain the recent speed records which she has been making down at the fast tracks in the Southern States. In short, your instinct will tell you at your first glance at an Interstate that she is a grand car; and when you put her to the test, take her to the worst hills you know of, and along the nastiest roads you have ever known, she will stand up to them without a whimper. You may return mud-spattered and weary, but the Interstate is indelible.

She is a cheap car. You can buy an Interstate seven-seater at \$3,500 that will stand up with all the expensive cars; and yet you could not get for much less than \$5,000 another car worthy of being placed in her class. Long wheel base, finest upholstery lavishly put on, best aluminum body and an absolutely silent engine, are some of the features of this car. The Interstate seven-passenger car 50 h.p. 4 cylinder, complete with top, wind-shield, 75 mile speedometer, extra removable rims, tire irons, electric light equipment is sold for \$3,500. Two weeks ago an Interstate went a mile on Galveston Beach Track in forty-two seconds. There is no test that she will not answer to; there is no car like her unless it be at a vastly higher price. She is sold in Canada by the Hamilton Machinery Company, Limited.

They will forward their interesting and instructive catalogue to any one requesting a copy.

MOTORSUNDRIES LIMITED.

"I tell you this much," said the owner of the car as he and his guest hurried back from the little village post-office to the village hotel where they had been forced to lay up until they could send for a new spark plug, "it is a good thing to know of a firm like that Motorsundries Limited even if it is for no other reason than that I know I only need to send them a wire, or telephone them or write them from anywhere for anything I may need on the road, and they will answer me at once by sending, in the return mail, the thing I asked for."

"Couldn't any other firm do that?" asked the guest.

"Surely! Plenty of them could I suppose. But I find with Motorsundries Limited that they do business right on the minute. They study how to get a thing to you by the quickest possible way. They keep a big stock, a fresh stock and a complete stock of everything needed in connection with a motor."

Hundreds of automobile owners have said the same thing about Motorsundries Limited. Hundreds of people who have done business with this firm by mail,

stopped at their booth in the Transportation Building and looked over the new things which that wide-awake firm is handling, by their genial manager, Mr. Codd.

Motorsundries Limited is a sort of semi-official investigator of every new thing that comes on the automobile market. It is a medium through which the car-owner may find out the latest and the best improvements in car accessories. Motorsundries Limited know of every new thing that comes before the automobile public—if it is a fancy horn or a new sort of spare wheel. It finds out if these things are worth offering to the public or not. If they are mere "freak" inventions, Motorsundries Limited make a note of them. If they are good, worthy of the best class of motor trade, Motorsundries Limited is prepared to supply them.

This firm can furnish anything that you need for your car. In a great many lines it can offer special things, as in the case of the dollar Never-Miss spark-plug

which is absolutely guaranteed for one year, guaranteed not merely against faults of workmanship, but against anything. Then, too, they make a specialty of the Stepney products, the Stepney Spare Wheel and other accessories.

In regard to lighting outfits for cars, the Motorsundries Limited is particularly well-qualified to give expert advice and the best of apparatus. The lighting of a car is not always the simplest of considerations. If your car lighting system is properly installed, you will find great satisfaction in its use. If it is of poor construction and poor apparatus, nothing can compensate for the trouble which results. Motorsundries Limited speaks as an expert in these matters.

The firm is bright and wide-awake. It keeps the best and the newest. Its service is quick and efficient. It will pay any automobile man to send for a catalogue of this firm's products. Address them at their Head Office, 423½ Yonge Street, Toronto.



BIRD ROOFING COMPANY

Out of his whole life the average man does not spend more than two hours, at all, thinking about the roof of his house. When he buys a house or builds one, his chief concern is to be sure that there is a roof. Whether it be shingles or slate or tar-and-gravel is, after the first glance, of little importance, provided the roof does not leak. If it leaks it is needed. If not, no more is thought about it.

But suppose one man spent over 115 years thinking about it! Suppose that whereas the average man almost ignores the roof over his head, this man made it his one study! Should not such a man, if he could live that long, be worth consulting about your roof? There can be no doubt as to the answer to that question. The only difficulty is to find the man who has lived that long.

As a matter of fact there isn't one. Anybody knows that. But there is a family that has done so—a family which for four generations has studied the problem of covering the roof of a house. For one hundred and sixteen years, to be exact, the Bird family has been making roof coverings. The originator was George Bird. He commenced the business in 1765. The business is now carried on by F. W. Bird & Son, and to-day, in addition to its five factories—two in Canada and three in the United States—is represented all over the world.

The shingle-roof and the slate roof are, after all, very crude devices for keeping out the rain. They are but a slight improvement upon the straw thatch. Consider the wood, or the slate, which is wasted in the over-lapping of one row of shingles upon the next. Consider the extra money, the extra weight of your roof, the weight of nails alone, the cost of labor! How often must you not renew the straw or send a man up for repairs? Have you ever observed the filth which accumulates in the hundreds of little crevices in the shingled roof? And finally, how about fire? Think of the myriad little cracks and splinters that develop in the shingle as it gets old! A shingle when it is two years old is as good as tinder any day.

The Bird Company, whose exhibit was in a special building at the East end of

the Machinery Building at the Canadian National Exhibition, made a study of the problem, and offers the builder a roofing material which can be laid on by the square yard. It is quickly and simply put on, and it serves the purpose as nothing else can.

For instance, there are many other roofing papers, but how many of them, after all, are any better than the old shingle roof, or even as good. Along comes a cold-weather snap. The thermometer hides in the bottom of the glass. The front porch cracks with the cold when you step on it. The ice in the river grows thicker and thicker—and up on the roof the cheap roofing paper, which somebody has sold you under a wonderful recommendation, is being warped by the cold. Next summer when the cheerful old Canadian sunshine comes beating down on that roof, there is a flaw in the paper. And, next day, when the sun goes under the clouds and the rain comes—behold a stain in your attic ceiling. There is a leak in the roof!

Not every tar-paper, not every piece of paper felt will stand the extremes of heat and cold. It takes care and study and perseverance to learn to make a real roofing paper. That is where the one hundred and fifteen—sixteen to be exact—years of the Bird Roofing Company's experience comes in. It means one hundred and sixteen years of endeavor and, as it happens, of success, too.

Look at it this way. The first time you closed a business deal with a man, the first time you taught a Sunday School class, or landed a trout, or ran a motor up a stiff hill, or proposed marriage to a woman, you did not do it as well as you did it the second time. Experience helps. Many a manufacturer to-day is, as it were, proposing to you about your roof for the first time. What does he know of his own products? Has he studied them and adapted them to all conditions of climate and so on?

Twenty-five years ago the Bird Company originated the complete ready roofing idea, and to-day offer different kinds of roofings for the different types of buildings, all made in their own factory, even to the fixtures, all conditions of climate and so on.



Every year since 1898, when the United States Government Buildings in Havana were covered with Neponset Paroid Roofing, that Government has bought this product in large quantities—over a million and a quarter square feet in one year—and has found it to meet every requirement everywhere from Cuba to Alaska.

Then there is the Neponset Proslate Roofing for roofs and sides of residences, club-houses and farm buildings. It is the Paroid plus an extra wearing surface of specially prepared paint which lengthens the life of the material and makes the Proslate the most attractive prepared roofing on the market—one that looks like shingles and wears like slate.

The range of this company's products is so wide in roofing papers, sound-densifying felts, water-proof felts and building papers, that the householder, farmer, manufacturer, contractor or engineer should write for the Company's catalogue. Address their head office for Canada, at Hamilton, Ont. The catalogue is full of

suggestions that may help solve your difficulties, and if it fails, the company is always only too glad to offer, free, the consultation services of any of its experts.

DENNIS WIRE & IRON WORKS CO., LIMITED.

How much is your business losing every year on account of that old wooden stairway at the back of your warehouse or your office? How much is that ancient wooden tool closet in the corner of that factory room costing you? What does the insurance inspector say when he sees these things? How much is added to your bill for insurance premiums? And then suppose fire comes; how much do you stand to lose in time and patience and business growth, even outside of your insurance? In short, can you afford to maintain that wooden stairway and that oil-soaked closet. We maintain that you can not.

The Dennis Iron & Wire Works Company, of London, Ontario, have made a

When writing addresses kindly mention MacLean's Magazine.

Don't fail to mention MacLean's Magazine when writing advertisers



study of this question; how can the equipment of a house, a warehouse, a factory or an office be improved by the use of iron or steel in place of wood? There was a time when little or nothing in these places was made of anything but wood. Every day the use of iron and steel fittings grows more widespread.

For example, the Dennis Iron & Wire Company makes a specialty of supplying stair-cases of iron in place of the wooden stair-cases referred to. These are better in every way than the old kind. Then in the matter of shelving, bins and boxes, the Dennis Wire & Iron Company supplies these in steel, instead of the old inflammable material. One of its chief lines is the steel material locker. There must always be some nook or cranny in an establishment where the small tools, the oil cans, the cotton waste or other things of that nature can be stored. Once upon a time the engine rooms and factories used wooden cupboard and the same shelf that held the cotton waste and the oil cans was convenient for the engineer's pipe and

nutches. Many a fire could doubtless have been traced to these old wooden cupboards, or to the crannies under old-fashioned stairways, had people only known that some of the employees smoked and were in the habit of leaving matches in these out-of-the-way corners.

When the Bell Telephone Company built its new building in Toronto, it was faced with the problem of providing cloak-lockers, which would be large enough to accommodate the enormous hats of the girl operators. They sent the problem to the Dennis Iron & Wire Company, with the result that special lockers were designed and executed for the Bell Company.

Material lockers, clothes lockers (properly ventilated) fireside furnishings, and all sorts of iron and metal work are handled by the Dennis Iron and Wire Works of London, Ontario. There are no better goods on the market and few as good. The Dennis Iron & Wire Company is expert in all matters of this nature, and would gladly forward a copy of their illustrated catalogue D on receipt of a request.

LUXFER PRISMS.

Men are continually puzzling their brains to discover new ways to use electric light and gas and even candles and kerosene. How many people are experts in the study of real light—daylight?

We ask this question because we know that there is but one firm in Canada which has really studied the question, how to get the most from a given amount of daylight, and how to make natural light more beautiful. This firm is the Luxfer Prism Company. It is scarcely necessary to describe the growth of this company and its success. It is sufficient to say that thousands of rooms which were once badly lighted, or lighted by artificial means, are now full of real daylight, simply by the use of Luxfer Prisms; and what is still more interesting, many an interior has been made beautiful by the use of the stained glass windows supplied by this company.

Luxfer Prisms are made to increase the flow of natural light into a chamber, and to distribute it evenly. Luxfer stained glass windows, in addition to their artistic

merit, soften and mellow the light whether they are used in a chancel or over your stairway landing, or to fill a window which you may have found not to have a pleasant outlook.

Many firms make stained glass windows, but the Luxfer Prism Company, the expert on natural light, produces the most beautiful and the best. We believe we are justified in saying this. No other company employs its own artists to make the cartoons. No other company can guarantee the tone in the colors, the beauty of the color schemes, the honesty and skill of the workmanship and the excellence of the material.

The Luxfer Prism Company showed at the exhibition two pieces of stained glass work which provoked the admiration of hundreds of passersby. One was a window for St. George's English Church in Owen Sound and represented "Christ and the Fishermen." The other was merely the base of a window—too large to be shown in the exhibition all together—which represents the stoning of St. Stephen the Martyr. This is to be placed in the

THE LUXFER PRISM CO. LIMITED
 TORONTO, • 100 KING ST. WEST, • MONTREAL.

Roman Catholic Church in Chelsea, Que.—Monarch Typewriting people produces the nicest, cleanest, and best letters, more light. There is only one company that had."

There is nothing so beautiful as natural quickly than any other machine I ever can take your house, your church, your The girl said: "Yes. If I had kept on office or your factory and improve theusing one of those old-fashioned type-natural light either by increasing it with writers instead of getting a Monarch I please or by softening it with stained would have been a nervous wreck long glass. Have you a light problem? ago. A stenographer's life is just so many



MONARCH TYPEWRITER COMPANY.

Three people stood one morning in front of the Monarch Typewriter Company's booth in the Manufacturers' Building at the Exhibition. One was a man, tall and broad, a business-like looking man. In fact, he was a business man, the head of a large office, a man who sends out a heavy correspondence every day.

The second was a wealthy man who is continually opening mail, a man who gets more personal mail perhaps than any other one man in Canada.

The third was a slender young woman with dark hair and eyes and long, thin, nervous hands. She was a stenographer.

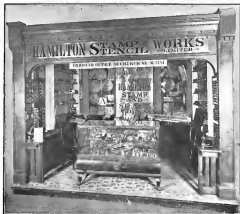
Now this is what the three said:

The man with the business-like looking face said: "That machine made by the

years when she uses a machine which requires so many "pounds" of pressure on each key and so many pounds leverage on the carriage when she has to bring it back. But a Monarch touch is light, and the carriage is light. Monarch saves strength. More than that, it saves nerves because you can see all the writing all the time. You can correct errors more quickly. It is the best machine there is."

And then the third person spoke.

"Him! he muttered, "So that's the explanation. That's why Jones and Smith and those other people I have been dealing with, send out such beautiful letters. Why, one of the reasons I gave my brokerage work to Thompson, Jones and Jenkins was because their letters were always so much cleaner, crisper and more business-like in appearance than the John's



firm letters. It's been that Monarch machine. I'll use the Monarch myself. Good work in a letter, and a stenographer whose efficiency is doubled by having a machine which is pleasant to operate, are two points worth considering."

Monarch Typewriter Machines claim nothing for themselves. Merely try one yourself or ask those who have tried other makes and now use the Monarch. There will be need for no further argument.

You should write to-day, to their head office for Canada, in Toronto, for a copy of their catalogue, explaining the merits of their machines.

THE HAMILTON STAMP AND STENCIL CO.

"What's in a Name?"

Everything. If the goods you are selling to the public are of good quality. And what is more, there is a great deal in the way a name is attached to an article. The way the label is put on, or the name-plate fastened on, or even the stencil on the barrel in which the goods are shipped.

Every time a manufacturer or a packer sends out his goods with his name attached to them, in the form of a name-plate, label or stencil, he is getting so much free advertising. Everyone that sees that name-plate is unconsciously impressed. Some day, when they want to buy an article which YOU make, they will remember that they saw YOUR name attached to a similar article which a friend of theirs had purchased from you.

On the other hand, every time a piece of goods or package is sent out badly labelled, it hurts your business. A name attached to a product carelessly creates a bad impression of that name, and reflects on the product. A firm label or name-plate which has not artistic properties, which is not well designed and attractive is an opportunity wasted.

The Hamilton Stamp & Stencil Works are manufacturers of machine and carriage name-plates, hotel key, coat and baggage checks, brass labels, and make a specialty of aluminum trade checks for milk companies, bakers, etc.—for steel stamps

of every description, bearing brands and concrete stamping bands, rubber stamps, brass and copper stencils, they are well and favorably known from coast to coast. Besides their extensive works in Hamilton, they have acquired the plant and outfit of the Superior Mfg. Company, 93 Church Street, as a branch and to represent their Toronto connection, and where they devote particular attention to steel stamps for use in presses and by hand, rubber stamps and corporate seals.

Their combination exhibits in the Process Building drew the attention of a large number of interested people who were attracted by the large variety and the fine finish of the samples displayed.

Manufacturers and office managers would do well to send for their extensive catalogue, either at Hamilton or Toronto.

It should be remembered that they are the Dominion Agents for the Bradley Stencil Machines.

THE TISDALE IRON STABLE FITTINGS COMPANY.

We would like to draw the attention of horse owners to a few of the following facts:—

To keep horses in good condition they need to be well fed, well housed and their stables properly drained.

The Tisdale Iron Stable Fitting Co. have made a specialty and have had a large experience in all the most improved style of fittings, having fitted up a great quantity of the largest stables in the Dominion.

The engraving is from a photo of their booth in this year's exhibition, and was admired by hundreds of horsemen. Architects will find that the Tisdale Stable Fittings Company's catalogue gives abundance of information and greatly facilitates getting out plans and equipment for any size stable.

The furnishing of a stable is a most important matter and needs the assistance of those well experienced in such work. Therefore, those who anticipate building a stable or making any alterations or improvements to existing ones, should get in touch with the Tisdale Iron Stable Fittings Co., of Toronto, who would be pleased to send illustrated catalogue and any information that may be required.



When writing advertisers kindly mention MacLean's Magazine.



A bottle of prevention
is better than a
deranged stomach.

**Abbey's
Effervescent Salt**

25c and 60c bottle.
Sold everywhere.

THE THANKSGIVING DINNER
will be incomplete

WITHOUT
A BOX
OF

Hayler's

WORLD
FAMOUS
CHOCOLATES
AND HOT COCOA

When near our Store a Glass of Soda, or a Cup of our Hot Chocolate will refresh you.

130-132 Yonge St. • Toronto, Ont.

Our Candies made on the premises.

INGERSOLL CREAM CHEESE

Spreads Like Butter

You can buy twice the quantity of Ingersoll Cream Cheese in blocks for the same money as you would receive in jar cheese, besides there is just as much difference in the quality in favor of Ingersoll Cream Cheese as there is in the price.

Never becomes hard. Every particle can be consumed.

Sold only in 1 lb. and 5 lb. blocks. For Sale by all Grocers

Manufactured by
THE INGERSOLL PACKING CO. Limited



Ingersoll, Ontario,
Canada.



BOVRIL

Raises the spirits.
It is the finest pick-me-up.



Argue it Pro and Con

THE cost of heating your home must be reckoned, not by the price originally paid for the heating system you install, but on a basis of actual results. It is not the price that is important; it is the reason for the price. On this basis an unprejudiced and careful examination of the facts will clearly show that for even, healthful and economical warmth, a

King Boiler and Radiators

far surpass any other heating method for the modern home. True, it costs more at first, but the difference in price only faintly indicates the wide difference in results. Consider even fuel consumption. In ten or fifteen years the waste entailed by old fashioned heating methods would easily pay the first cost and upkeep of a King Boiler and King Radiators, not to mention the added comfort you have enjoyed.

With a King hot water heating equipment

your home is hygienically, cleanly, uniformly and economically warmed, and the heat is always under your control. A simple turn of the valve being all that is necessary to regulate the temperature to any desired degree.

POST YOURSELF ON HEATING VALUES
Write for our illustrated booklet "Comfortable Homes." It tells plainly and simply the real facts about heating and heating systems. It puts the knowledge of the expert legislators, non-technical language.

Steel and Radiation, Limited

Head Office: Fraser Ave.

Showrooms: 75-82 Adelaide St. E.

TORONTO.

Branches in All the Principal Cities and Towns



Get To It

Ask your grocer for

POSTUM

There is really no need for much of the headache and nervousness one hears about; a large part of it is the result of faulty living.

Improper table beverages, such as coffee and tea, which contain nerve-racking irritants, contribute much to bodily pain and discomfort.

The cause may be the thing you least suspect.

The quick and easy way to relief is to make a change.

If annoyed by ills that mar health and happiness, stop using coffee and tea ten days and try Postum.

Thousands have done it and know

"There's a Reason"

Postum Cereal Company, Limited
Battle Creek, Mich., U. S. A.

Canadian Postum Cereal Co., Limited
Windsor, Ontario, Canada

Just WHY Old Dutch Cleanser

**Scours
Your
Pots & Pans
Without
Hard
Scraping**

Because the fine particles of the Cleanser immediately loosen and remove the hardest "burnt in" food-crusts, which soap-powders and scouring-bricks may only wear off after long, hard scrubbing.

Rinse pot or pan in water; sprinkle on a little Cleanser and rub briskly with scouring brush. Wash and wipe dry. The cleanser removes all grease and "burn" (no tiresome scraping with a knife necessary), and leaves utensils "sweet and clean."

Many other uses and Full Directions on Large Sifter Can, 10c.



Buy you now the ad in Maclean's Magazine

See that Flexible, Adjustable GILLETTE Blade?

*Note the curve that gives the automatic adjustment.



As you slip the razor together and tighten up the handle, the guard curves the flat blade. The tighter you screw the handle, the closer the blade edge fits against the guard, and the lighter the shave. Loosen it a quarter turn and the edge springs away from the guard, giving a closer shave.

That's one reason why, among the millions of GILLETTE users, with every conceivable variety of beard and skin, each one finds the GILLETTE suits his face exactly. That's one reason why the GILLETTE will suit your face exactly.

There's no other razor made that you can adjust to suit your individual needs. Buy a GILLETTE—you'll enjoy it.

Standard Sets \$5.00—Pocket Editions \$5.00 to \$6.00—Combination Sets from \$6.50 up. At your hardware dealer's, jeweler's, druggist's, or haberdasher's. Look for the GILLETTE DEPOT SIGN

The Gillette Safety Razor Co. of Canada, Limited

Office and Factory—63 St. Alexander St., Montreal

Offices also in New York, Chicago, London, Eng. and Shanghai, China

Factories in Montreal, Boston, Leicester, Berlin and Paris



Reading advertisements is profitable to you.

You are trying to decide even now which piano to buy. Little wonder you are confused, for the best of claims can so easily be made for the worst of instruments—the English language is free to all.

The guide which has for more than a generation led buyers who have been puzzled like yourself has been the reputation of the

Gerhard Heintzman

Canada's Greatest Piano

A reputation that has been earned, not purchased. The definite, persistent impression back in your mind, behind all your indecision, that the Gerhard Heintzman is really the best of the good pianos, is right.

If you will call or write us before making your decision we will be very glad to tell the problem over with you.

Our reputation is your protection, and our knowledge and experience are at your service.

GERHARD HEINTZMAN, LIMITED

New Salesroom:
41-43 Queen St. West, Opp. City Hall
TORONTO
Hamilton Salesroom: 127 King St. East

Big Ben



*They who rise to be Big Men,
rise early every morn -- Big Ben*

AMERICA has had two Big Bens. — Big Ben the first said "Early to bed and early to rise, makes a man healthy, wealthy and wise."

Big Ben the second is helping us keep this injunction. He is relied on by men who follow Franklin's advice to plow deep while sluggards sleep. — "Better late than never say men — better never late" says Big Ben.

Big Ben is a long-lived and punctual sleepmeter for early risers.

He is mounted in a heavy, massive, triple plated case. His keys are big, handy, easy to wind. His face, frank, open, easy to read. He is strong, sizable, handsome. — If he's asked every other year there's no telling how long he will last.

A community of clockmakers stands back of him — Waltham, La Salle, Illinois. If you cannot find him at your jeweler, a money order addressed to them will bring him to you duty charges paid.

\$3.00

At Canadian Dealers



The Handy
Package

Each
package of

KNOX
PURE PLAIN
SPARKLING
GELATINE

is divided into two envelopes, and
contains two full quarts. Also con-
tains an envelope of Fresh Color
for making fancy desserts.

Knox Gelatine is the world's
purest, most potent, unadulterated,
gelatin—its unexcelled, great
nutritive force.

Send for FREE Recipe Book,
containing 100 recipes for 100 dishes, to the
Knox Co., Dept. 4, 100 Broadway, New York,
N.Y. It is free for you and your family.
For more information, write to the
Knox Co., Dept. 4, 100 Broadway, New York,
N.Y.

CHARLES B. KNOX CO.
302 Knox Avenue
Johnstown, N.Y.

ARE YOUR
FLOORS
AND
FURNITURE
WORN
AND
SCRATCHED?



"LACQUERET"

is what you should apply to renew their
brilliance and lustre.

On wood-work of any kind it acts like magic,
and converts any old piece of furniture into
a thing of gems and beauty.

Would you like to get acquainted with the
white wax in which "Lacqueret" may be
put in your home? Then write to-day for
brochure—*Dainty Desserts*—sent free on
request.

Here is just one way to use
"Lacqueret":—

To add a lustre to worn floors—Remove all
dirt and grease. Use one coat of "Lac-
queret" for refinishing worn, stained and
scratched wood floors, painted walls and lin-
oleum. If the surface is badly worn, apply
a second coat of "Lacqueret" after
the colored coat is dry.

ALL LEADING HARDWARE AND PAINT
DEALERS SELL "LACQUERET"

INTERNATIONAL VARNISH CO.
LIMITED

TORONTO WINNIPEG etc.



Buy your own tin of it in Maclean's Magazine.

THESE GENUINE WIEDERSEIM KIDS

Were not fed on

Post Toasties

(Who wants the dog?) but hope to be.

The kids are delicious and the food even more so, especially
when served with nice yellow cream and a sprinkle of sugar.

"The Memory Lingers"

Postum Cereal Company, Limited
Battle Creek, Mich., U. S. A.

Canadian Postum Cereal Co., Limited
Windsor, Ontario, Canada

Reading advertisements is profitable to you.

Which Way Do You Wash?—

The
OLD WAY
or THE NEW—

The back-breaking, nerve-racking, health-destroying way or the easy, pleasant way? Madam! you should wash the "New Century" way if for no other reason than your health's sake.

But there are also sound, economical reasons why you should make your hubby dig into his jeans and buy you a "New Century" washing machine. You can do the week's washing with it in one-third the ordinary time.

Save the money it actually saves you and you will have it cost back in the bank inside of six months—easily.

You may have cause for your washing machine prejudice, but—you have not examined, tried or tested the "New Century."

Ask your Dealer to show you why the "New Century" will do your washing in a few minutes—

Why it changes drudgery into pleasure—

How it washes clothes absolutely clean, and—

How it cannot injure the most delicate fabric.

Your little girl could do the washing for half the town with a "New Century" washing machine.

N. B. A post card will bring you "Aunt Salina's Washday Philosophy." Read the booklet and tell us what you think of it.

CUMMER-DOWSWELL, LTD., - Hamilton, Ont.

Don't fail to mention MacLean's Magazine when writing advertisers.

Willow Plume Specials

THE QUANTITY
is LIMITED



THESE three feather values are extraordinary, especially when you consider the fact that each one is a Willow Plume. They were made by one of the best feather manufacturers in Europe. We bought them at a big reduction and imported them direct from the maker—hence the low prices we quote to you. Willow Plumes will be greatly worn this fall—so buy now. This is your opportunity to get one at the right price.

18-004. Magnificent Plume, the choicest imported wild male stock, long lustrous fibres carefully hand-knotted, 21 inches long and 11½ inches wide, a glossy black. Price 6.50

IMPORTED
FROM
ENGLAND



AN ELEGANT PLUME
AT A MUCH LESS PRICE
THAN USUAL

5 50

18-005. Elegant Plume, the finest Imported African stock, each fibre extra long and tightly knotted by hand, 20 inches long, 11 inches wide laid flat, a rich black. Price each 5.50

EVERY
VALUE EX-
CEPTIONAL



An Exceptional Value
WILLOW PLUME

4 29

18-002. Beautiful Plume, heavy full head, long wide fibres tied by hand, selected stock, 19 inches long, 10 inches wide laid flat, black only. Price 4.29

T. EATON CO. LIMITED
TORONTO CANADA

When writing advertisers kindly mention MacLean's Magazine.

Wilson's Invalids' Port

(a la Quina du Perou)



Possesses certain advantages that are worthy of special consideration.

1st. It is a superior tonic.

2nd. It has decided palatability without sacrifice of efficiency.

3rd. It combines the Nutro-Tonic with the rich blood-making qualities.

Big Bottle.

Ask YOUR Doctor.



When Autumn's Wind Blows

protect your face and guard against chapping by using

**BENTROVATO
MASSAGE CREAM**

The indispensable toilet requisite for clearing the complexion and protecting it against the drying elements—sun and wind. Sold by Grocers and Druggists in 12 and 75c jars.

The Misner Mfg. Co. Ltd.
WINDSOR - ONTARIO.

An Important Matter

is the selection of the brand of bacon you will use. There is so much difference between the sweet nutty flavor of

FEARMAN'S English Breakfast Bacon

and the ordinary kinds that it is like finding a new dish for your morning meal.

Only the best Canadian Hogs are packed in our establishment, and our bacon shows quality in accordance. Sugar-cured under Government inspection.

ASK YOUR DEALER FOR FEARMAN'S

The F. W. Fearman Co.

LIMITED
HAMILTON, ONTARIO



HAVE SOME!
IT'S PURE
THAT'S SURE!



**UPTON'S
PURE JAMS
And
Orange Marmalade**

Superb Musical Enjoyment

comes into any home with a Dominion Piano. We say "any home" because any home may have it direct from the factory (for factory agents) at factory price, as "Dominions" are sold strictly without the heavy expenses that ordinary piano selling entails.



DOMINION PIANO CANADA'S FAVORITE OLD RELIABLE INSTRUMENT

80,000 purchasers all over the world own "Dominions." Every Dominion Piano is a grand piano in construction. It has the rich, mellow, durable tone of a grand, for we build in a grand-piano plate frame at no additional cost to the user. "Dominions" hold their superb tone a lifetime in any climate—never become "tinny" or flat, yet save their owners \$100 to \$150 cash. Easy terms allowed. Can you do better? We know you cannot.

Write for Catalogue today, we'll show you how to own a superb "Dominion Piano, Player Piano or Organ on your own terms.

DOMINION ORGAN & PIANO CO., Limited

Makers of Pianos, Organs and Player Pianos

Factory and Office, 11 BOWMANVILLE, ONT.



For
Mansion
or Cottage

"Lightweight" Peerless Folding Table

CONVENIENT NO MATTER WHERE IT IS

Whether it be in the grandest mansion or the lowliest cottage that convenience is required, the "LIGHTWEIGHT" Peerless Folding Table fills the requirements perfectly. It is a neat, handsome piece of furniture, and yet it can be folded compactly and laid away out of the road when space is at a premium. It is rigid and strong, having stood the severest test. Write for Booklet and Prices.

HOUD & COMPANY, Limited - LONDON, Canada

SOLE CANADIAN LICENSERS AND MANUFACTURERS

Buy your own the 34 in Maclean's Magazine.

The Modern Shake-Down NO MORE SLEEPING ON THE FLOOR



an old-fashioned, uncomfortable shake-down when the unexpected winter through country is gone your bed.

You can have as delightful and sleep-inducing rest on the

KINDEL BED

with ample room as you can on the forest bed outfit you have in your home.

Think of the convenience this Kindel Bed affords you. It is a handsome drop-out by day and quickly converted into a downy bed at night. We make a variety of styles in different finishes.

Write for Catalogue, which contains information of the different lines we handle.

Kindel Bed Co., Limited, Toronto

Solid Mahogany Four-Poster Beds

That elusive atmosphere which many rooms never acquire.

ALL the "Better Made" Furniture companies what is nearest to Canadian furniture, together with the best modern conceptions of the design of the old masters, with added advantages of the finest materials procurable to-day, and highest skill and perfection in making. This in short, is behind every piece of furniture bearing the shop-mark illustrated below.



COLONIAL
FOUR-POSTER



**TORONTO
FURNITURE
Company, Ltd.**

Makers of the "Better Made" of
Canadian Quality Furniture

Bedding advertisements is profitable to you.

ARE YOU INTERESTED

in earning one of the undermentioned articles by doing a little congenial work during spare hours. You can earn any one or all of them, and it will not cost you a cent.

The work merely consists of securing new subscriptions to MacLean's Magazine. You will find the work very pleasant and positively fascinating, and best of all, it will not take you longer than two weeks to win any one of the articles. One representative earned both the bicycle and gold watch in seventeen days.

Read the list and the number of subscriptions required to secure each:

BICYCLE—Lady's or Gentlemen's, \$45.00, for 32 yearly subscriptions
CANOE—16 ft., with two paddles, \$30.00, for 25 yearly subscriptions
GOLD WATCH—Lady's or Gent's, \$25.00, for 19 yearly subscriptions
FOUNTAIN PEN—\$6.00, - - - for 4 yearly subscriptions
THERMOS BOTTLE—(Quart size) \$3.50, for 3 yearly subscriptions

We would like to see at least one member of every family into which MacLean's Magazine goes, take advantage of this offer.

Any ambitious boy or girl, man or woman can do the work and secure one or more of the articles. We will show you how to do it.

Write at once for our catalogue and supplies so that you can see just exactly what we are offering and can commence work at once.

MACLEAN'S MAGAZINE

143-149 UNIVERSITY AVE., - TORONTO, ONT.

Don't fail to mention MacLean's Magazine when writing advertisers.

THE "ROSS" RIFLE ACTION IS THE SPEEDIEST KNOWN

The wonderful accuracy of the Ross Barrels is not the only reason why sportsmen who can shoot straight should give preference to this arm. Speed in unloading, loading, shooting, etc., is an equally important factor, and the Ross with its straight pull is not only unsurpassed in speed of fire—but its magazine loads more quickly and easily than other makes.


A TRIAL WILL QUICKLY CONVINCE

Ross Sporting Rifles are sold at from \$25.00 and upwards

LEADING DEALERS HANDLE THEM

Write for Free Illustrated Catalogue.

THE ROSS RIFLE CO., - Quebec



Don't Meddle With a Corn

Don't pare them. That doesn't help for long. And paring too deep has caused blood poisoning a good many thousand times.

Don't merely protect them. Don't doctor and nurse them. Cover a corn with a Blue-jay plaster, and the pain is ended. In two days the corn comes out. In the meantime you forget it.

Five million corns per year are removed in this cheap, simple way. No harm, no pain, no discomfort. Why don't you take advantage of this wonderful invention? Go get a package now. Get rid of corns.

A is the plaster in the salt B & D wax. B loosens the corn.
B protects the corn, stopping the pain at once.
C wraps around the toe. It is removed to be comfortable.
D is rubber adhesive to fasten the plaster on.

Blue-jay Corn Plasters

15c and 25c per package

Also Blue-jay Bunion Plasters. All Druggists Sell and Guarantee Them.

SAMPLE MAILED FREE. (52)

Bauer & Black, Chicago and New York, Makers of Surgical Dressings, etc.

When writing advertisers kindly mention MacLean's Magazine.



Ideal ORCHID Talcum Powder

A Prize Favorite of Dainty Women and Careful Mothers. Delicately Fragrant and Softening.

25c.

Like All Drug Stores

UNION TRADING LIMITED
TORONTO, CANADA



Age Has No Terrors

for the woman who retains her beauty of face and figure.

Advanced years, though often dreaded, can be made more enjoyable to the woman who, through our expert advice and treatment, keeps her beauty of hair, eyes, complexion and figure. We restore to health and beauty the age marked and blighted skin, removing all traces of skin blemishes, such as scars, wrinkles, pimples, acne, blackheads, freckles, granules, warts, and permanently remove unperfected hair.

Booklet "D," contains beauty hints, information and prices, why, sample toilet cream, free on request.

Write: T. GEMMELL & CO., LTD.
65 College Street, TORONTO



This Vacuum Cleaner

ABSOLUTELY GUARANTEED

The King Edward Vacuum Cleaner

is sold on the condition that it can be returned any time within 30 days if customer is not satisfied.

THE ONLY HAND MACHINE GIVING ENTIRE SATISFACTION

It is used in PUBLIC BUILDINGS of both DOMINION and PROVINCIAL GOVERNMENTS.

No home is complete without one.

pays for the machine, gives you the use of it for 30 days with the privilege of returning it at the expiration of this time if not satisfied and MONEY REFUNDED.

\$20.00

A Boy can Operate it.

Send for Descriptive Folder to

THE GEO. H. KING CO., LTD.

Woodstock, Ontario

Reference—The Traders Bank of Canada, Woodstock, Ont.

Red Cedar Chest

(Mock Proof)



The Gift most appreciated is the one that combines beauty with utility. Then why not use one of our handsome Chests? They are beautifully varnished and finished, an ornament to the home. Best of all, Pine and Woodlens can be stored in them with safety, they are moth and dust proof. Sold direct from factory to home, and satisfaction guaranteed.

Send to-day for booklet
"RED CEDAR CHESTS."

Widespread Implement Co., Limited
Port Dover, Ontario

"KODAK"

Is our Registered and common-law Trade-Mark and cannot be rightfully applied except to goods of our manufacture.

If a dealer tries to sell you a camera or films, or other goods not of our manufacture, under the Kodak name, you can be sure that he has an inferior article that he is trying to market on the Kodak reputation.

If it isn't an Eastman, it isn't a Kodak.

CANADIAN KODAK CO., LIMITED
Toronto, Canada



BLACK KNIGHT

STOVE POLISH

"Black Knight" Stove Polish was made for women—made to save their work, worry and weariness.

"Black Knight" is the easy-to-use Stove Polish. Just a few light rubs, with cloth or brush, brings a brilliantly black polish that lasts.

It's ready to use—no mixing—no soiling hands—no dry work—and cheaper than any other because it goes further and you get a bigger tin for 10c.

Get "Black Knight" at your dealer—or send 10c. for a large can free postpaid.

THE F. F. BALLEE CO. LIMITED,
Bainham, Ont.



Don't Drink Water "Galvo" Filter

Give the best of town water, but even the best, a chance to prove itself. Put your water through a Galvo Filter and you'll know every drop is pure.

Followed the health of your family by placing a "Galvo" Filter on every tap.

PRICE 50c. FREIGHT
Write us for Illustrated Circular with proofs. Agents wanted everywhere.

THE ANTI-SPLASH FILTER CO. - Owen Sound, Ont.

NEW PUBLICATIONS

THE BOOK OF THE YEAR

The Diary of Mrs. John Graves Simcoe

wife of the First Lieutenant-Governor of the Province of Upper Canada, 1792-6, with notes and a biography by

JOHN ROSS ROBERTSON

and two hundred and thirty-six illustrations, including ninety reproductions of interesting sketches made by Mrs. Simcoe.

Cloth, Large 8vo, \$3.00 net postpaid. Every Public and Private Library in the country should have this volume on its shelves.

Interesting from start to finish and of great historical value.

EAST AND WEST

Essays and Sketches by Adelaide Paddock Finch.
Cloth, \$1.00 Net Postpaid

SEEING CANADA AND THE SOUTH

By N. P. Scott, M.A.
Cloth, \$1.00 Net Postpaid

IS IT JUST?

By Minnie Smith, A Story of British Columbia Life
Cloth, \$1.00 Net Postpaid

AT ALL BOOKSELLERS

WM. BRIGGS, Publisher

29-37 Richmond Street West, - - - Toronto, Ontario

Buy you saw the ad. in MacLean's Magazine.

DURING 1910, 2,623,412 CHICLETS WERE SOLD EACH DAY



Chiclets
REALLY DELIGHTFUL

The Dainty
Mint Covered
Candy Coated
Chewing Gum

Strong in flavor, but not offensive. A delicate minted, refreshing the mouth and throat and staying away from after-smoking distress. The refinement of chewing gum for people of refinement. It's the peppermint—the true mint

For Sale at all the Better Sort of Stores

5¢ the Ounce and in 5¢, 10¢ and 25¢ Packets
SEN-SEN CHICLET COMPANY, CANADIAN TOBACCO CO., LTD.



**"CANADA FIRST"
EVAPORATED MILK**

PURE WHOLESOME DIGESTIBLE

"I have been using no Canada First Evaporated Milk."

FOOD FOR LITTLE TOTS

Many a strong, healthy child has been reared on this pure and wholesome milk. It's rich, being the condensed full cream milk and is as easily digested as if it is natural cream.

Insist on your grocer supplying you with "CANADA FIRST," whether it be for your nursery needs or for household or other uses.

Aylmer Condensed Milk Co., Limited

Factory—Aylmer, Ontario

Western Office

Hamilton, Ontario

The Profits of Your Business

are the measure of your success. Success depends on your having reliable information about conditions and events that affect your business. By that means you can prepare for depressions or for expansion, at the proper time. This knowledge means money to you.

The Financial Post of Canada

makes a special study of economic conditions affecting the commercial world. Each week it discusses the business outlook in a way that you cannot afford to miss.

You have not time to gather all the information yourself. Your business requires your attention. Let the Post do the work for you. You can then give your time to your business and have the information required to increase your profits.

SAMPLE COPY SENT FREE ON REQUEST

The Financial Post of Canada

Toronto

Offices:

Montreal, Toronto, Winnipeg, Vancouver,
New York, and London, England.

Don't fail to mention Maclean's Magazine when writing advertisers.

AVENARIUS CARBOLINEUM

Is Guaranteed to Double the Natural Life of
Woodwork Above or Below Ground or Water

AVENARIUS CARBOLINEUM is a heavy oil which may be applied, with a brush, like paint, or by immersion, to woodwork, giving it a pleasing and durable finish without increasing its inflammability. It possesses antiseptic ingredients which destroy all sub-producing elements or germs contained in wood and fill the pores of the wood, thus preventing further germs entering, no matter what exposure it is subjected to. It is always ready for use and does not evaporate.

AVENARIUS CARBOLINEUM prevents wood from checking or warping. Our third gallon covers 100 square feet.

WRITE FOR FULL PARTICULARS TO-DAY TO

ALEXANDER TELFER, 952 Gerrard Street East, Toronto, Ontario

THE RAZOR THAT IS FULL OF GOOD STEEL

H. Baker & Co.'s
"KING CUTTER"



Price \$2.00 Each.

Baker's True Broad Razors are the best yet produced, the finest shaving apparatus known to mankind. It's all in the steel, tempering and grinding. These razors are tempered by a secret process known only by the factory of H. Baker & Co., that's why they keep their edge. You don't have to stop a Baker razor every time you shave; its edge is so hard and keen that your hand cannot dull its edge if your face is properly washed and lathered before you shave. Try one and be convinced.

Write for our free booklet "Some Points for Gentlemen Who Shave Themselves"
MCGILL CUTLERY CO., Registered, P.O. Box 580, MONTREAL



Wellington

**XTRA
SPEEDY
PLATES**

are the most
reliable for all
snapshots of
moving objects.



The Xtra Speedy gives you a sharp negative of the object as it actually was at that fraction of time.

Write for Wellington Booklets Free

WELLINGTON & WARD,

13 St. John St., MONTREAL

Convincing Advertising

The kind that sells goods must be done through mediums which COMMAND RESPECT.

THE DAILY AND WEEKLY WITNESS

have for SIXTY YEARS been the exponents in Canada of UNTAINTED NEWS, HIGH CLASS JOURNALISM and CLEAN ADVERTISING.

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USE THE WITNESS.

Rates from all Advertising Agencies or from

The Witness

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It will pay you to corner advertisements.

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does not necessarily mean a good player piano, but a poor case seldom encloses a satisfactory action.



The "Sherlock-Manning" 20th Century Player Piano

gives the finest of tone, the most durable action and easy touch, combined with a superb line of cases to suit various styles and finishes of interior decoration.

Buy for Tone and Quality and you secure beauty as the natural accompaniment.

Get our prices on your style of instrument, or our style of instrument at your price.

SEND FOR CATALOGUE "G."

THE SHERLOCK-MANNING PIANO & ORGAN COMPANY

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ONTARIO

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The whole trouble with wash day is the awful clutter it makes in the house, the soapy odor and the wet kitchen or laundry. It's heavy labor, too, for the maid or housewife.

You can save money by investing in

THE "CONNOR" BALL-BEARING WASHER

With it the disagreeable work becomes child's play, and the wash is done at an hour when it is usually only half over.

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OTTAWA, ONT.

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A good part of the price you pay for a dining table is the cost of giving it that beautiful polished top. The only absolutely certain protection for that elegant surface is a

Peerless Asbestos Table Mat

Don't risk your handsome table when you can give it this sure protection for one-quarter the cost of refinishing and polishing it after it has become scratched and stained by hot dishes and spilled liquids. Ask your dealer to show you the Peerless Asbestos Table Mat—you can tell the genuine by this trade mark. If your dealer cannot supply you write to us for nearest dealer's address and our booklet "To the Woman Who Cares."

CHICAGO ASBESTOS TABLE MAT CO.
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is no

Proof of Quality

Most brands of Clothing are advertised by means of illustrations. The danger to the prospective purchaser being that often the poorest clothing is as well depicted in illustration as the best—

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of the garments offered. FASHION-CRAFT CLOTHES invite such inspection—The 2-button sack is a young man's coat, shaped a little at the waist, the lines are smart but not extreme—

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Get wise! March up to the collar man and insist on getting the

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A new and different close-front collar. No. 1 has 2 1/2 inch front, 1 1/2 inch back. No. 2 has 2 1/2 inch front, 1 1/2 inch back.

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Frederick—10



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If so, you may be free in **THREE DAYS**.

Appetite and desire all gone.

The NEAL Treatment

Is the most modern discovery for the cure of the drink habit.

SAFE, SURE, EFFECTIVE

THREE days will do it.

Time and money saved by taking **THE NEAL** Treatment in preference to all other treatments.

Costs nothing to enquire.

Phone North 2887, or write

THE NEAL INSTITUTE
78 St. Albans Street, - TORONTO

\$20 OVERCOAT

to measure
(CARRIAGE & BUTY PAID)

FOR \$8.60

Curzon's \$8.60 Overcoat has been valued by clients at \$20.

All Curzon clothing is sold with a guarantee satisfaction given or money returned and is produced from genuine British Textiles.

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Greatest attention is paid to the cutting of every individual order, and the style of production is equal to anything sold anywhere at twice and thrice the money; at least, this is what the Curzon clientele say about the Curzon \$8.60 Overcoat.

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\$20 SUIT OR OVERCOAT TO MEASURE FOR \$8.60

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to the Curzon

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Tailors,

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A choice assortment of Samples of Fall and Winter Fabrics will be mailed, POST PAID, for your examination on request.

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For Ladies' and Gentlemen's Fall and Winter Suits there can scarcely be a more useful or more reliable fabric than E. B. LTD.'S "ROYAL WOOL" ROYAL SERGE. It is very strong, hard-wearing, warm, protective, of good appearance, and has given great satisfaction for upwards of 25 years. Prices from 5/- to 25/- per yard. CASH, CREDIT, and DUTY paid, in every town, branch, branch, branch, and various choice Fancy Colours.

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WE claim nothing less for this magnificent product than full equality with the few great motor cars of the world whose leadership is never questioned. The Russell has earned the respect of the greatest builders of America and Europe.

Five Russell Models for 1912

Three with the Knight Motor

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Included in these models are no less than 11 styles of bodies.

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Branches—TORONTO HAMILTON MONTREAL WINNIPEG CALGARY
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Buy your car the old, in MacLean's Magazine.



You have never before had any certainty of fit and wear when you bought hosiery. You had to take your chances.

You no longer need do that. For now, at some reliable store near you, you can choose the hosiery that is GUARANTEED—Pen-Angle Hosiery.

We can safely guarantee Pen-Angle Hosiery for several reasons. In our gigantic mills we knit this hosiery on machines for which we have the sole Canadian rights.

With these machines we fit the hosiery to the exact form of the leg, ankle and foot—without a seam! You need no argument to see that seamless hosiery must be more comfortable than the seamy, foot-wearingly kind. Don't forget the name or how the trademark looks.

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No. 1170—"Maiden". Same color as 1720. Box of 3 pairs, \$1.00; 6 pairs, \$2.00.

READ THIS REMARKABLE

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ORDER THIS WAY. Ask at the store first. If they cannot supply you, visit our store. We will send you a pair of hosiery designed and machine made, and we will fit your order perfectly. Remember we will fit in order for less than one pair and one pair is a pair. SEE OUR TO MENTION SIZE.

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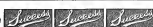


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to harmonize with the size and interior finish of every home. We have a number of designs which may be adopted in your home, or we can supply the Brick according to the specifications of your architect. Write for catalogue showing designs.

MILTON PRESSED BRICK CO., Limited MILTON, ONT.
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Ask your outfitter for this "SUCCESS" model. It is a well made, well finished, comfortable collar, suitable for general wear.

Sold Everywhere—2 for 25c.



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The merits of the London Gasoline Engine will be explained if you

Write for Catalogue M 12

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"CHALLENGE" COLLARS

SUMMER COMFORT

is secured to every wearer of
"CHALLENGE"
COLLARS AND CUFFS

They have the same soft finish, texture and fit as the best linen collar, and won't wrick or crack. "Challenge" Collars can be cleaned with a rub from a wet cloth. Always moist, always clean. If your dealer doesn't sell "Challenge" Brand send us 25c. for collar or 50c. for pair of cuffs. You'll be delighted.
NEW STYLE ROSE SENT FREE ON REQUEST

The Challenge Co. of Canada, Limited
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WATERPROOF



THE
BEST
DRESSED
PEOPLE

ALWAYS INSIST
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"CEETEE" UNDERWEAR



Manufactured by
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Highest Grade Ideal Location Fireproof

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\$1.50 per day and up
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Best Hotel Accommodations in New York
at Reasonable Rates.

\$2.50 with bath
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All Hardwood Floors
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Two elevators' walk
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Each Remington-UMC cartridge in each box means a sure fire, straight-to-the-mark shot.

The amount of powder in Remington-UMC cartridges is so uniform, the combustion so perfect, the bullet of such a model and so accurately gauged, that long range shots are always "kills" if the aim be true.

No matter what make of rifle or pistol you use, Remington-UMC metallic cartridges will make a better firearm of it.

Remington-UMC—the perfect shooting combination

Write for free copy of 1911 Game Laws

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SHOT
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absolutely dependable. They are standard of accuracy for you to live up to, nothing to make you think.

Tobin
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Send for our new Catalogue. It teems with good news for sportsmen.

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Limited.

Wholesale Street,

WOODSTOCK, ONTARIO



For Your Vacation Go To

BERMUDA

\$10 Up Round Trip from New York

Two Ice Hotels, Shore Excursions, Lowest Rates
Twice a Week S.S. "Bermudian," 5,530 tons.

Bigge hotels, electric fans, wireless telegraphy, football, tennis and only steamer landing passengers at the dock in Bermuda. Tennis, Golf, Fishing, Hunting, Sailing and Cycling.

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Deer and Moose abound in all that district known as the "Highlands of Ontario," reached by

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OPEN SEASON

DEER—November 1st to November 15th inclusive.

MOOSE—November 1st to November 15th inclusive. In some of the north and districts of Ontario (including Temagami), the open season is from October 15th to November 15th inclusive.

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DUCKS—Sept. 15 to Dec. 15 inclusive

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Write to the undersigned agents for copy of "Hunts in Fish and Game," containing maps, game laws and all particulars.

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Agencies Throughout Canada
GENERAL OFFICES. TORONTO CANADA.

See you saw the ad. in MacLean's Magazine

It will pay you to answer advertisements.

We Want Men With Ambition

Not Necessarily Experienced Salesmen, But
Young Men Who Are Anxious for Advancement

- MacLean's Magazine requires the services of a responsible man (or woman) in every town where we are not already actively represented.
- Looking after renewals and selling new subscriptions for a high-class magazine has developed into a regular business of tremendous proportions.
- There are hundreds of magazine readers in YOUR immediate vicinity whom you can easily reach and enroll as permanent subscribers.
- We pay you liberally for their renewals as well as for new business, so your profits grow larger each year.
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FILL OUT AND MAIL THIS COUPON TO-DAY

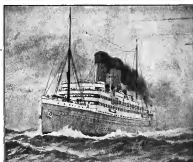
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You shake down the ashes—not the coal—in the

"Hecla" Furnace

There are
FOUR
grate bars
in the
"Hecla"



Each
one can
be
shaken
separately.

You don't have to shake the whole fire to get out the ashes around the edge of the firepot.

You don't shake down a lot of good coal with the ashes.

You don't have to use a poker at all.

The "Hecla" Triangular Bar Grate allows you to shake just the part of the fire when the ashes are without disturbing the rest of the coals.

Naturally, one grate is easier to shake than four all geared together. That is why people find the HECLA "so trouble to look after."

Fixed joints—a patented "Hecla" feature—keep the house free of gas, smoke and dust.

Write for free copy of our new catalogue which describes them and other special features.

Clare Bros. & Co., Limited

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It is to your advantage to receive MacLean's Magazine.



SHINING SIGNS

By Day and Night our Electric Signs are equally good advertising. We have always been the leaders in the making of original and striking signs, motion and flash signs.

Write or Telephone for Catalog and Estimates

DEATH AND WATSON LIMITED TORONTO

Don't Buy Any Furnace

until you have investigated the Kelsey Warm Air Generator. Generally speaking, most warm air furnaces differ from each other mainly by name and trimmings. About the only radical departure and improvement in furnace construction is represented by the Kelsey Warm Air Generator. It is an improvement that doubles the heat-generating capacity, without increasing the grate surface. It consists in making fire pot and combustion chamber of hollow tubes through which air travels constantly upward, becoming heated on the way and by forcing the products of combustion to heat three sides of an air space that is double the area of the air space in ordinary types.

Our Free Booklet

EXPLAINS AND ILLUSTRATES EVERY DETAIL OF THE KELSEY. BY READING IT YOU CAN EASILY SEE WHY THE KELSEY, CONSIDERING ITS UNIQUE CONSTRUCTION, CAN HARDLY FAIL TO BE THE MOST EFFICIENT HOUSE WARMER IN THE WORLD. WRITE FOR YOUR COPY TO-DAY.



The James Smart Manufacturing Co.
Limited
BROCKVILLE, ONTARIO

Say you saw the ad. in MacLean's Magazine.

Lucky Fisherman

Fish may be sly, elusive. The catch may prove a minus quantity in the day's sport, but your enjoyment is made pleasure-plus if you carry your trusty briar and a package of fragrant

Orinoco

Pure Virginia Leaf, grown under soft, south ern skies where the clear, balmy air, warm sunshine and gentle rains mingle in the production of a tobacco of peculiarly fine quality. That's Orinoco. The choicest leaves of the crop—rich, brown and full-flavored—mellowed and aged to a wonderful smoothness and blended in exact proportions according to a time-tried formula.

TUCKETT
LIMITED
HAMILTON

"Catt" life as the dealer's counter and "catch" a package of Orinoco as the "fly." It will so "rise" to your expectations of what a good smoke should be that you'll regret that you did not get a "flee" as it before.



The second edition of the "Dictionary of Heating" is now ready for distribution.



Write for it. Postpaid to any address in Canada.

TAYLOR-FORBES COMPANY, LIMITED

Makers of

"Sovereign" Hot Water Boilers and Radiators

1088 King Street West, - Toronto
246 Craig Street West, - Montreal
1070 Heener Street, - Vancouver, B.C.
or Guelph, Canada

A house heated by a Taylor-Forbes "Sovereign" Boiler and Radiators is more comfortable to live in as a home, and a better investment as a house.

A page from the "Dictionary of Heating"

BOILER: The Heating and Plumbing Trade have applied the name "boiler" to what might more properly be called a "circulator" for supplying Heat by Radiation from Hot Water. A hot water boiler is not a "boiler" in the sense that it boils water to generate steam. This is the very clear the "water-cooled" boiler does not do, as is explained in the note under "Larger First Section."

BREAKAGE: An accident involving danger or the destruction of property or material is personally responsible with a "Sovereign" hot water boiler. When the air is let out of the Radiators, the fire kept going and the system kept filled with water so that a depth of three inches is shown on the gauge glass of the Expansion Tank, no interruption in the heating system can possibly occur. If there is too much, or too little water in the system, the heating capacity of the boiler will be lessened, but neither of these conditions can cause the slightest damage. If through any mishap, or carelessness, a breakage should occur in a "Sovereign," the injured part—area in the extent of an engine section, may be replaced without dismantling the boiler, or having to have it stand cold until the replacement is made. This is the advantage of the Unit Principle of Construction as demonstrated in the "Sovereign" (See also the paragraph "Frosting.")

CIRCULATION: The success of every hot water heating system depends altogether upon the freedom and regularity with which the hot water flows through the Radiators and returns to the boiler again, to be recharged with more hot water, to be again expanded in radiators. This process is automatic and occurs through the operation of the well-known laws of gravitation and the expansion and contraction of liquids under the action of heat or cold.

When the water in a "Sovereign" boiler comes in contact with the heated area of the First Floor or the heated surfaces of the boiler Radiators, it becomes less dense, i.e., of a lighter specific gravity—and it then ascends through the boiler and thence into the Flow Pipe and into the Radiators. This natural process is further accelerated by a siphoning force, set up by the weight of the descending volume of cold water from the Radiators, which are already cooled by heat and so taken as a greater density.


The process of Circulation is more free and rapid in the "Sovereign" than in any other boiler made, because all cramped and narrow connections have been avoided, as is explained in the paragraph dealing with "Radiator Nipples," "Water Pipes," and "Larger First Section." The "Air Circuit" permits of the ready escape of any air that might retard circulation.

TAYLOR-FORBES COMPANY, LIMITED

"Sovereign" Hot Water Boilers and Radiators are sold by the Heating and Plumbing Trade throughout Canada

**"GOOD
CIRCULAR**

CHEER"
WATER-PAN



**SAVES
MONEY**

**INSURES
HEALTH**

The Usual Furnace Heat is Dry and Unhealthful

The "Good Cheer" Furnace creates a warm, balmy atmosphere, much the same as experienced on a bright spring day. This is caused by the extra capacity Circular Water-Pan, which gives to the heated air the humidity absolutely essential to healthy, human and plant life, and keeps the woodwork, furniture, etc., from becoming dried out and cracked.

The "Good Cheer" Furnace will cut down your coal bill, which, of course, means a big saving. It also insures you against colds so prevalent where the hot, dry, small-water-pan furnace air is breathed continually.

Write for Catalogue & with Prices

THE JAMES STEWART MANUFACTURING CO.,

WOODSTOCK,



ONTARIO.

When writing advertisers kindly mention Maclean's Magazine.



RANGES THAT LAST

YOU want a range that will outlive you—that will be handed down to the next generation "as good as the day it was bought." Ranges of solid merit and firm endurance. And these lasting qualities are prime factors in the immense popularity of the

GURNEY-OXFORD STOVES AND RANGES

A "range that lasts" means more than future benefit; it means present comfort; freedom from the annoyance, delay and expense of repairs; freedom from the family jans and spoiled meals that follow a damaged cook stove.

Every Chancellor and Imperial Oxford Range is equipped with an Oxford Economy free—a small regulator for controlling the fire, steam and odors. This is a wonderful little lever which will hold heat for hours, and save 20 per cent. of your fuel bill.



Then there is the DIVIDED FLUE-STRIP, which secures an even heat, front as well as back of oven. The GURNEY-OXFORD Stoves are fitted with these and other exclusive patented advantages. If your dealer does not carry them, write our nearest branch for the name of one who does.

THE GURNEY FOUNDRY COMPANY
LIMITED

TORONTO, CANADA

Montreal Hamilton Winnipeg Calgary Vancouver

It will pay you to answer advertisements.

Just a little
Quicker
every stroke
makes the

Light Touch
Monarch
the
typewriter of efficiency



LIGHT Touch Monarch machines make possible a stroke that is just a little quicker without interference than is possible with any other typewriter. With every stroke a little quicker, more work can be done in the same time. Hence, more business, more profit.

Write us and we will write you.

Better yet, let our nearest representative show you the Monarch. If he isn't near enough and you know of a good salesman, send us his name and address.

THE MONARCH TYPEWRITER COMPANY
Executive Office: Monarch Typewriter Building, 300 Bloor Street, New York
Canadian Office: Toronto, Montreal, Vancouver and others in all provinces.



The Ladder That Won't Fail You! **THE FAULTLESS** *Braced Well and Won't Spread*

Made from clean, kiln-dried, shortleaf yellow pine with broad steps, clamped with bolt and steel plates and fitted with the "Faultless Lock" which will not allow the ladder to open or close when in use—it will not fail you. Braces all bound to legs with galvanized steel angles.



A strong, serviceable ladder, made 4 to 16 ft. high. Write for Catalog "B" if unable to obtain it from your dealer.

Stratford Manufacturing Co., Limited
Stratford, Ontario

This Kerosene Engine Cuts Your Expenses 75%

YOU should not own another engine that operates on gasoline only. The rapidly rising price of gasoline, now \$1.15 a gallon, makes this necessary, instantly makes operation on the fuel less expensive. The **PERFECTION Kerosene Engine** operates on any regular fuel. Write for prospectus if you are on the safe side—your application is guaranteed at the office. You can always run this engine at a great fuel saving and get the greatest amount of work done. The **PERFECTION** kerosene engine is the only kerosene unit in existence so efficient as gasoline—something other engines cannot do.

The **PERFECTION** is very light, portable, has only three moving parts, cost everything about the price of a lamp in gasoline and other engine of its capacity on the market.

PERFECTION Kerosene Engine Sent You on 15 Days' Free Trial

We now desire to meet and talk with you. You have a copy of our **Free ENGINE BOOK**, which shows the value and value of the "Perfection" and explains this very valuable offer. Your dealer will send you "Perfection" engine to your home for 15 days and let you know if it can be run safely. Ask him about it. If he does not mention the "Perfection" write us and we will send you our **Free Kerosene Book** free.



Quick Shipment Guaranteed
This day you get your order we will ship your engine. No delays at this time of the year—when the delivery and sales are quick. We have many right now the very latest you require. Can your order be made.
CAILLE PERFECTION MOTOR CO.
338 Second Ave., Detroit, Mich.

PLEASE FURNACE

Insures more heat, less coal; more comfort, less work.
"Ask the man who has one."

Where do you look for "The Specialists in Heating or Fuel?"
Write to request.

PEASE FOUNDRY COMPANY
TORONTO WINNIPEG

Luxfer Prisms

FOR BASEMENT LIGHTING

It would ordinarily seem an impossibility to light the basement as brightly as the rest of the store with daylight. This, however, has been done and will still continue to be worked out in the most difficult cases by using **Luxfer Sidewalk Prisms**. Instead of using ordinary metal grating or blank glass, the **Luxfer System** is installed, with the result that the daylight, instead of being allowed to pass down naturally, is shot at any desired angle back into the basement, lighting it brightly.

This means a considerable saving in lighting expense and also gives better and more even illumination than artificial light gives.

The **Luxfer Sidewalk Prisms** are set in indestructible metal frames which do not show when in use. Nothing but glass and the cement are seen, but the strength is there just the same. It will stand a test of 400 pounds to the square foot.

Write For Full Particulars and Estimates

LUXFER PRISM COMPANY

100 KING STREET WEST, TORONTO

AROUND

They Stand



THE MARSH

The Test

Peterborough Duck Boats

Sportsmen will tell you that few boats stand the strain so well and are as easily handled as the PETERBOROUGH DUCK BOATS.

They sit low in the water, are light, yet strongly built of basswood or cedar with hard-wood coaming, and well paired. If necessary, the shape and size of the cockpit can be changed and the coaming made any depth.

WRITE FOR CATALOGUE AND PRICES TO-DAY. WE CAN INTEREST YOU

THE PETERBOROUGH CANOE CO., LTD.
PETERBOROUGH ONTARIO

DUCK



BOAT

Can You Write Good Letters?

Correspondence plays such an important part in modern business that people who can write really good business letters are enormously in demand at splendid salaries.

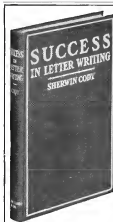
Letters are now used universally in creating business; following up advertising inquiries; helping salesmen. You can learn to write better letters; letters that dodge the waste basket; letters full of selling force, by studying Sherwin Cody's

"Success in Letter Writing"

This book is the outgrowth of one of the most successful mail-order selling campaigns ever carried out. It embodies principles that are being successfully applied to the correspondence of the world's greatest business houses. Every young man and woman in business; every business and professional man, should read it.

Send us 75c. to-day and we will mail you "Success in Letter Writing" to-morrow.

TECHNICAL BOOKS, 142-144 University Avenue
TORONTO



1-4 SIZES



Jooke COLLARS

give you just the shape, in just the style, in just the size you want.

They Fit—

4 for 50c.

Sold by leading
Men's Furnishing Stores.



The News stands for Canada, Canadian Workmen and Canadian Industries.

The same forceful presentation of the reciprocity situation that has made The News the recognized mouthpiece of those who are fighting to "save Canada for Canadians," will be continued until this question—which concerns every public spirited man and woman in this country—is settled definitely at the polls on September 21st.

Send 25 cents NOW and the News will be mailed to any address in Canada (Toronto excepted), Great Britain, or the United States, from receipt of your order to October 1st, 1911—ten days after the election.

The News Publishing Co. Ltd.
BAY STREET TORONTO

It is to your advantage to mention MacLean's Magazine.

The Last Empire of Great Opportunities

\$400,000,000 of new capital and 375,000 settlers coming into Western Canada this year—3,000 miles of railway building—Western Canada is the fastest growing country in the world to-day; \$500,000,000 per year will soon be produced from its wheat fields. Its resources are quickly passing into the hands of private individuals. If you act promptly, you can acquire an interest in its resources; share in the natural increment due to the creation of this new wealth, by our—

Participating Unit Plan

upon the payment of \$10 per month for ten months. Risk eliminated by our special Non-Forfeit of Payment clause. The number of units limited.

Put your name and address on the coupon below and send it to us, and we will send you full particulars. This will only take you a couple of minutes, and, even if you should not be interested in what we have to say, you can better afford the loss of two minutes of your time than run the risk of losing the last known and definite opportunity of sharing in the natural resources of the continent.

*Canadian City and Town Properties Ltd.
674 Bazaar Block, Winnipeg, Canada*

Please send me free your literature on the Resources of Western Canada and our Participating Unit Plan.

Name

Address

THE NEW "SWAN SAFETY"

Can't Leak. Blot or Miss

The
NEW
LADDER
FEED

holds the ink against the nib, just as it was when writing ceased, so that the flow starts again instantly the pen touches the paper.

The
AIR-
TIGHT
CHAMBER

prevents leakage in whatever position the pen may be carried. The nib is always moist, but cannot leak.



THE PEN FOR THE
FALL TRADE

GET TERMS AND
PARTICULARS
TO-DAY

**Mabie, Todd
& Company**

124 York St., TORONTO

When writing advertisers kindly mention MacLean's Magazine.



Leaves that Stay Where You Want Them

The Business Systems' Binders are so constructed that no matter how hard a pull the leaves get they will stay rigid. The leaves are made of superior quality paper, which will stand more than ordinary wear and tear; in fact, they have stood the rigidest shown in the test. We make ledger leaves punched to fit any loose-leaf binder and register with your old leaves.

WE MAKE SYSTEMS OF QUALITY

GET OUR PRICES WRITE TO-DAY

Send for our complete booklet illustrating forms, books and office systems for any kind of business.

BUSINESS SYSTEMS, LIMITED Manufacturing Stations **TORONTO**

CATALOGUES	QUALITY PRINTING		BOOKLETS
	GET RESULTS FROM YOUR ADVERTISING BY SENDING YOUR NEXT ORDER FOR PRINTING TO		
	SOUTHAM PRESS COMMERCIAL PRINTERS TORONTO, CANADA <small>EDWARD SOUTHAM, MANAGING DIRECTOR</small>		
	Write Sales Department for Information and Samples		
FINANCIAL PRINTING			

Reading advertisements is profitable to you.

**Is There
Danger In Your School?**

If your school is caked with plaster your children—and many others—dwell under a menace. For plaster ceilings may crash down and kill or maim at any moment. Cover old plaster ceilings with **PRESTON Steel Ceilings**—light, strong, beautiful, sanitary (because washable) and fire-proof. Do this without removing the old plaster—we will tell you how. The cost is NOT high; yet these ceilings will outlast the building itself. Have **SAFE** ceilings. Send for the illustrated book. Write this very day to

METAL SHINGLE & SIDING CO., Limited
PRESTON, ONTARIO

Branch Office and Factory, Montreal, Quebec

Preston Ceilings
Steel

It will pay you to answer advertisements.

Building For The Future



ROMAN STONE

has all the elements of strength and beauty that make natural stone desirable in building. It can be furnished in absolute conformity to architects' details. The grain and appearance are exactly those of real stone. It resists wear and weather with even greater endurance. Only an expert will detect the difference between Roman Stone and ordinary water-formed stone. **ROMAN STONE IS REAL STONE**, manufactured by our special process.

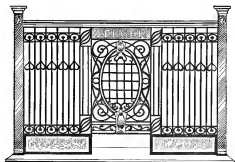
Write for information before you build

WE CAN SAVE YOU MONEY!

THE ROMAN STONE CO., Limited

HEAD OFFICE: 504-505 TEMPLE BUILDING, TORONTO
WORKS: WEST N. ONTARIO

It is to your advantage to mention MacLean's Magazine.



Ornamental Railings For Banks and Offices

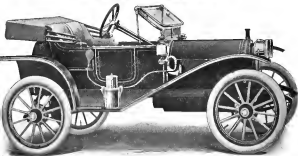
THE handsome ornamental iron railing shown above was installed by us in the Canadian Bank of Commerce, Regina. Scores of banks and offices have had us design and install ornamental railings for them. We would like to show you what we can do for your institution, no matter whether a neat, inexpensive counter railing or one of the most elaborate styles desired. Have your architect write us or write direct for our catalogues and estimates. 3

DENNIS WIRE & IRON
WORKS
LIMITED
London Canada

Buy you saw the ad. in MacLean's Magazine.

CANADA SHOWS TRUE APPRECIATION OF THE

Hupmobile



Runabout

Fully Equipped

Equipment includes top, wind-shield, gas lamps and radiator, three oil lamps, tools and more. 30 H.P. 4-cylinder motor driving gear transmission. Bosch Magneto. Four-door Touring Car with same equipment as Runabout, shock absorbers in front and 1919-inch tires—41,000 F.O.B. Windsor.

\$850

F.O.B. Windsor

From one end of the great Dominion to the other, Canadian buyers have always been keen to the Hupmobile.

They have shown their appreciation of this car by preferring it in many cases to others of approximate price; and to others of higher price. Because the Hupmobile shows better value and more efficient service, per dollar expended, than its contemporaries.

This appreciation has grown and grown since the first Hupmobile first entered Canada.

Not long ago it reached such proportions as to justify the establishment of a complete factory in Canada to take care of the Canadian business.

Canadian sales increased until every tenth Hupmobile built goes into a Dominion buyer's hands.

We are glad to say this. We are glad the Hupmobile has made good in Canada to this extent. In this respect, however, Canada is unanimous with the rest of the world.

As rapidly as we have been able to do so, we have sent our cars practically all the civilized nations; with the result that wherever the Hupmobile has gone most and there are following.

For the simple reason that the Hupmobile has been a revolution in showing the high degree of mechanical excellence—which means service and long life in the user's hands—that can be incorporated in a car at moderate price.

HUPP MOTOR CAR CO., 1237 Jefferson Ave. DETROIT, MICH.

Canadian Factory—Windsor, Ont.

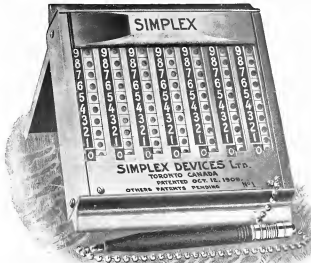
Buy your new car in MacLean's Magazine.

YOUR WORK CAN BE DONE

Best by the

Simplex Adding and Subtracting Machine

The cost is so low that you can supply one to each of your bookkeepers.



PRICE \$25.00

A BUSINESS MACHINE

FOR A BUSINESS MAN

AT A BUSINESS PRICE

Let us send you one—try it for 30 days, and if you are not perfectly satisfied, you send it back and we will refund your \$25.00 in full.

Send for our booklet—“Let's Correspond.”

SIMPLEX DEVICES, LIMITED

220 King Street West, TORONTO

It will pay you to answer advertisements.

Gait

ART METAL Ceilings

Are You Going To Build Or Remodel Your Church?



You are familiar with the defects of plaster. How it stains and discolors from water as the roof and supporting beams at the top. How its enormous weight (15 lb. to the sq. ft.) is supported over your head by means of the wooden clack of plaster forming back of the rafters and how these cracks are broken by the vibrations of the building thus increasing great sides of plaster which are apt to fall at a time when the church is crowded and the vibrations more pronounced.

All these defects and more, also, you are familiar with but consider them as temporary evils that have to be endured.

That is because you have not investigated "Gait Art Metal Ceilings." These Ceilings are made in designs ranging from classical simplicity to elaborately decorated effects.

They weigh as much as 10 lb. and plaster and being nailed to a one inch x six inch, they will never crack or warp or become discolored. They are easily cleaned.

Get your literature by writing for our Catalog & GAIT ART METAL CO., LIMITED, GAIT, ONTARIO.

Thank for the advertisement with the Gait Art Metal Co.

YOUR BUSINESS

will profit by an increase in delivery facility. With an



ALBION COMMERCIAL MOTOR

you can increase the territory for your trade and make your deliveries with a promptness never attained by the old system.

ALBION CARS are built for trucking, hauling, sight-seeing and general delivery work.

Their structure is strong enough to stand the hardest usage, and mechanically they are simple enough for ordinary drivers.

SEND FOR CATALOGUE "M."

MACDONALD & COMPANY

Sole Concessionaires for Ontario and Quebec

80 Queen St., Ottawa

Ontario

It is to your advantage to mention Macdonald's Magazine.

HOW YOU CAN PROFIT

BY

CANADA'S INCREASING POPULATION

Increasing population the past few years has engendered the value of Canada's real estate for sale and for lease. This volume will continue to increase as the country's population grows for years to come. Three millions of dollars—all gained by the demands and maintenance of that business property of the increasing population—increases the profits and the early business of real estate.

Buy Lots in WATROUS NOW

SEND THIS COUPON FOR DESCRIBING LITERATURE

PROFITS ARE MADE BY THOSE WHO BUY.

You cannot participate in profits already earned, but you can share in the future of the country's continued increasing population. If you are an aspirant of present day opportunities, you should be able to profit there.

Watrous, Ont., is a second class city of the post townships of the province of Ontario. It is a city of 1,000 people. The City of Watrous is a city of 1,000 people.

BUY LOTS IN WATROUS AT PRESENT PRICES

The present lots made to day through the Watrous is almost beyond belief. Judge the value for the lot, it might be reasonably expected that it would be almost impossible to purchase lots in a time and growing price of 10 to 15 cents.

Many lots in Watrous are for sale at a low price. A lot of 100 ft. x 100 ft. is \$100 each and a lot of 200 ft. x 100 ft. is \$200 each.

Lots which will be sold in Watrous are for sale at a low price. A lot of 100 ft. x 100 ft. is \$100 each and a lot of 200 ft. x 100 ft. is \$200 each.

Those who purchased lots in Watrous in the past are now the owners of property worth 1,000 per cent more than the price at which it was originally purchased.

All the lots are situated in the Watrous area and are for sale at a low price. A lot of 100 ft. x 100 ft. is \$100 each and a lot of 200 ft. x 100 ft. is \$200 each.

Those who purchased lots in Watrous in the past are now the owners of property worth 1,000 per cent more than the price at which it was originally purchased.

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INTERNATIONAL SECURITIES

CO. - Limited, Watrous

9000 Bank Street, Watrous

Please forward to me by return mail and full particulars regarding the sale of real estate in Watrous which is being put on the market.

NAME

ADDRESS

CITY

STATE

COUNTRY

DATE

SIGNATURE

PRINTED NAME

PRINTED ADDRESS

PRINTED CITY

PRINTED STATE

PRINTED COUNTRY

PRINTED DATE

PRINTED SIGNATURE

PRINTED PRINTED NAME

PRINTED PRINTED ADDRESS

PRINTED PRINTED CITY

PRINTED PRINTED STATE

PRINTED PRINTED COUNTRY

PRINTED PRINTED DATE

PRINTED PRINTED SIGNATURE

On account of the steadily with which the selling was shown that we will not make the selection for you and we promise that we will give you the best available insurance rate for the time you wish to be insured.

Make application payable to the order of and send them to the Lead Company of the Grand Trunk Pacific Railway.

Watrous. However the premium made will be small more by the Lead Company to the Railway Company and will be paid to you by the Grand Trunk Pacific Railway.

Insured capital on deferred payments in full, this purchase on the term limit plan and we issue in per cent 1912. Long 30 day interest, and \$100 and \$125.

Remember the number of lots you wish to purchase at once and send all communications to

Lead Company Grand Trunk Pacific Railway, Watrous, Ont. In case you wish further particulars before making application International Securities Co. Ltd., Watrous, Ont.

Grand Trunk Pacific Railway, Watrous, Ont. In case you wish further particulars before making application International Securities Co. Ltd., Watrous, Ont.

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QUICK SERVICE

THE PUBLIC DEMANDS QUICK SERVICE.

Gipe Carriers give perfect efficiency in the delivery of cash and parcels between country and shipping desk. Quick change means ahead customers. The Gipe Carrier is dependable and reliable. **OUR ADVANTAGE**—We suit aerial, a System of Gipe Carriers to your needs. After ten days' test, if they have not proved their superiority in all other methods of store delivery, we will remove the system without cost to you.

SEND FOR CATALOG G

THE GIPPE CARRIER COMPANY
99 ONTARIO STREET TORONTO, ONT.
EUROPEAN OFFICE 118 HOLBORN, LONDON E.C. ENG.

Our Letters or Ten Stenographers

WHICH?

You can stimulate thousands of prospective customers with "essentially typewritten letters," advertising your line at a very small cost.

We can accomplish more work for you with 250 letters than you could with ten stenographers. **PLEASE** also not for yourself—not printed but "essentially type written letters," is any quantity at a minimum cost.

Write for Specimens to-day. Get our Prices.

The Actual Typewritten Letter Company
511 McClellan Bldg. TORONTO Phone Main 2696

THEY ALL GO—Twins, Sealing Wax and Seals to be Replaced by

the most convenient, modern and most-improving invention of the age—guaranteed type used in

The CRYSTAL SEALING MACHINE

It does away with the slow process of true, pencils or sealing them with wax or lead. It is clean, simple and easy to handle, saves time and money and is a highly efficient feature for the customer—impossible to get out of order. It has met with unqualified success.

Write to-day for Catalogue. Price \$100.00

CRYSTAL SEALING CO.

104 STAIR BUILDING - - TORONTO

ONE IN EVERY OFFICE!

The demand for an efficient binder that will perforate and bind in one operation has been met by the

ACME No. 2 BINDER

It is the best binder for filing papers, letters or vouchers, for inserting pay roll envelopes and for backing statements or legal documents. Easy and convenient to work and cannot get out of order.

Will not tear the thinnest paper and easily penetrates the thickest and toughest.

GET FULL DETAILS FROM

THE ACME STAPLE COMPANY, LIMITED, Camden, N. J., U. S. A.



Overland

Why we can Build a 30 H.P. Five-Passenger Fore-Door Touring Car to Sell for \$900

TO the average man an automobile factory is merely a factory—a place where cars are made. Yet there is the greatest difference in the world. On one hand you have a plant, which, on account of its great production, can make and sell its car for far less than the other factory. And on the other hand you might have a very small factory, which, while it produces a good car, has a very small capacity, and its car for its production costs are considerably higher than those of the larger plant. That is why you find one manufacturer selling his 30 horsepower touring car for \$1150 while we market that type of machine for \$900.

1. We have just published a very thorough book which explains in a clear, definite and readable manner the difference in automobile plants. And the point of this whole book is to prove the economical manufacturing ability of the Overland plants—to prove its strength by showing and explaining to you the interior and exterior of the greatest automobile plant in the world. The book is free. It is interesting and full of information.

2. Above all it gives you a clear understanding of customers in the production of automobiles in great quantities, and we believe it gives you no other insight into the business you produce the car described below and sell it at one price without losing money. To realize this you have but to compare this automobile with any other similar car on the market. Its size and the economical value of the car will show you when to invest your money. Our Model 30 is the most progressive step the industry has ever witnessed and it means a great deal to the motor buyers of America. Write and ask for book W-10.

The Willys-Overland Company, Toledo, Ohio



Model 30-T 5-Passenger Fore-Door Touring Car, \$900

Wheel base 80 inches, Gross power 30, Solid motor, independent suspension, 4 wheels and 4 gears, P. & S. Self-braking, Glass Self-Stop & C.

When writing advertisers kindly mention MacLean's Magazine.



The Question of Strength

MEASUREMENTS show these two men to be of equal muscular development. But a lifting test shows the blacksmith to be 20 per cent. the stronger man. The explanation of this difference in strength is that the "professor" of physical culture has by the use of his "system" of gymnastics developed his muscles alone, while the blacksmith by actual work at his trade has developed not only his muscles but the tendons which attach the muscles to the bones. Ability to do work is the real test of strength.

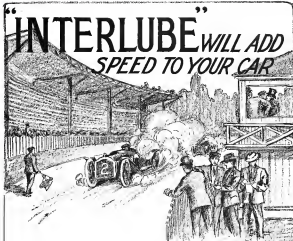
How is a fire insurance company's strength determined? By a lifting test, similar to that applied to the strength of these two men—the test of actual work done.

The Hartford Fire Insurance Company does today the largest fire insurance business in America. In its one hundred years of life, it has paid the largest total fire loss of any American company and the largest loss in any one conflagration. It has today over twenty-four million dollars in assets, accumulated for the protection of its policy holders by actual work in the business of fire insurance. The Hartford's strength stands the highest test, so when you want fire insurance



Insist on the HARTFORD

It will pay you to answer advertisements.



"Interlube" is a non-carbonizing lubricant, fed in with the gasoline. It reaches all the inner surfaces of the cylinder that are never touched by ordinary lubricants.

"Interlube" vaporizes readily and leaves no residuum. It adds speed to your motor to a surprising degree and is indispensable where speed and endurance are required.

Together with our Auto Carbon Remover, it will put any cylinder into perfect condition.

We can prove the value of "Interlube" by numerous unsolicited testimonials.

SHARPE SALES COMPANY, 215 Spahr Building, Toronto, Canada. Canadian Distributors.

SEND FOR CATALOGUE "W"

WHITNEY CHEMICAL COMPANY

CLEVELAND

OHIO

J. E. Simms, Foreign Sales Manager, 47 Broadway, New York

It is to your advantage to mention MacLean's Magazine

See what scientific management does when applied to your business correspondence:

YOUR PRESENT SYSTEM—

When you come down to your office you read through your mail, ring for a stenographer and dictate your correspondence, meeting through each letter again as you reply to it.

Second superfluous operations, already—negation of the fact that you may have had to wait for your stenographer, or that you may have been her away from some else dictating correspondence as important as your own; to say nothing of your dictating speed being absolutely limited by her speed limit in shorthand. Also dispensing interruptions, and requests for you to repeat part of what you have dictated.

The stenographer takes her notes back to her machine, and typewrites them at the rate of about 25 words a minute. The letters are returned to you to be read through for corrections and signatures. How many superfluous operations!

THE EDISON SYSTEM—

When you arrive at your office you stop a freshly-charged cylinder on to your

Edison Business Phonograph

pick up your mail and dictate the reply to each letter as the first reading (not extra words eliminated). You do not ring for a stenographer. (Two). No stenographer keeps you waiting. (Three). You do not interfere with anyone else dictating. (Four). There is no speed limit—you dictate at any speed you wish, up to 200 words a minute or even faster. (Five). No interruptions or requests for repetitions. (Six).

The typewriter operator does not have her cylinder turned. She does not take your dictation in shorthand. (Eight). She does not have shorthand notes to read, correct. She speaks her whole list of the machine—producing. She writes what she hears—single operations—of a rate of from 40 to 60 words a minute—and an accuracy that no revision is necessary. (Ten).

Save 50%—100 per cent. gain in efficiency—50 per cent. reduction in correspondence cost. Let the Edison dealer near you demonstrate this on your own work to your own office—write us for full particulars.

The R. S. Williams & Sons Co.
Limited

143 Yonge St. Toronto, Ont., Can.



YORKTON RESIDENTIAL

This is not a prairie town in the sense that many western towns and cities are known. In the immediate vicinity is a beautiful natural park country, to the south there extends a range of wooded hills. The situation of the town is not only beautiful and picturesque, but beautiful. The town is supplied with pure water through the installation of a well equipped waterworks system. It has a good sewage system, owned and installed by the town.

YORKTON COMMERCIAL

Yorkton is the centre of commerce for Western Saskatchewan, being supplied with unexcelled shipping facilities. It is 25 miles from the nearest city, and direct trade from a vast territory of productive grain and stock-raising land. Yorkton has possibilities for wholesale houses, manufacturing concerns, shops, etc., which few other Canadian towns can offer.

This bright, clean and progressive town will be the dominating centre for the entire western portion of Saskatchewan.

YORKTON AGRICULTURAL

Surrounding Yorkton is the most fertile farming district of Western Saskatchewan, in which it is situated.

The land is suitable for raising nearly all kinds of grain, and particularly adapted to the growing of wheat, the raising of cattle and sheep.

Extensive in Yorkton are eight large elevators, which are capable of handling the grain grown in the surrounding country. Every advantage is offered the prospective settler to settle near Yorkton.

WRITE FOR FREE BOOKLET TO-DAY.

G. H. BRADBROOK,

Secretary Board of Trade,
YORKTON, SASK.



The Aristocrat

THE Big Users (and most little users) of typewriters buy Underwoods. They buy Underwoods in spite of the fact that other typewriters cost less. They prefer to pay the higher price and be assured of service, certainty and satisfaction.

These go with the machine. And then, there are a score of different models of the Underwood for book-keeping and other special purposes.



TO supply the demand for Underwoods there is required the largest typewriter factory in the world, 16 acres of floor space, and more under construction; 3600 workers; 2200 machines; a manufacturing capacity of 550 typewriters a day, necessitating more than 5,750,000 separate operations.

This year's business shows an increase of more than 1600% over that of 1901.

THIS enormous business of correspondingly rapid growth, results from selling the best machine plus service, certainty, and satisfaction.

United Typewriter Co., Limited

Everywhere in Canada

Head Office - - - TORONTO

Excessive Express Charges Often Caused By Weighty Cases

In fact, where merchandise requires packing cases at all, the express charges are invariably in excess of what they should be when you use the wooden packing case. There are very few times when you cannot use the

"H. and D." CORRUGATED FIBRE BOXES

as a substitute for the old, easily-split, wooden box, for packing everything, from the daintiest of lingerie to the frailest glassware. Special boxes, built for all purposes.

Write for Full
Information
and Prices



Ask for Booklet
"How to Pack
It"

Better
than
Wood

Cheaper
than
Wood

The Hinde & Dauche Paper Co., Ltd.
Toronto, Ontario

When writing advertisers kindly mention Maclean's Magazine.

An Elevator in
your garage
will cut your
rent bill in half.

A GARAGE depends for its existence upon a convenient location. Central sites mean high rentals, restricted area, and reduced profits. The solution of this lies in a *two-story* garage, which will give the *same* amount of floor space at a cost exactly *one-half* or less. But to be successfully operated, a two-story garage requires the installation of a modern freight elevator. If the garage is equipped with



OTIS FENSOM FREIGHT ELEVATORS

the initial expenditure will soon pay for itself in cheaper rentals, increased floor space, improved facilities for displaying and demonstrating cars, and in the more inviting appearance of the place and its surroundings.

Prospective purchasers — and this is particularly true of the class who buy automobiles — are attracted by a neat, clean, and orderly looking garage. It speaks the owner's pride in his business and the positive of progressive methods. Then, too, when your customer admires a car you have stowed on the upstairs floor, your elevator must be ready to

lower it to the bright light of the showroom, or so you can take it out on the street to demonstrate its running qualities. A delay may lose you the sale.

The thoroughly substantial and workmanlike manner in which the Otis-Fensom Elevator is built is a guarantee of its reliable efficiency. Both the car and its running gear are built on modern and scientific lines that assure you of its always being in commission ready for instant service. The simplicity of its operation, ease of control and smooth running qualities simplify the work of the garage and reduce the business of showrooms and repair department to a time-saving and labor-saving and systematic basis.

We have prepared an interesting illustrated booklet on "Freight Elevators and Their Use." Your copy will be mailed promptly on receipt of your name and address.

Please
send
me your book.

The Otis-Fensom Elevator Co., Ltd.

Traders Bank Building,

Toronto, Canada.

Name

Address

It will pay you to answer advertisements.

Moore's Non - Leakable Fountain Pens



Anywhere and at any time the MOORE
is a faithful companion.

- | | |
|------------------------------|-------------------------------------------------|
| 1. Positively leak-proof. | 5. No ink to get out of order. |
| 2. Always ready. | 6. No change the stained papers. |
| 3. Never requires shaking. | 7. Ready thing. |
| 4. Writes with first stroke. | 8. No restriction as to kind of
inks to use. |

A genuine, practical and serviceable pen for both men and women.
\$1.50—\$3.50 and up.

MOORE'S is the original non-leakable Fountain Pen. It sells easier and gives better satisfaction than any other fountain pen made.

You will have no "Black Hand" troubles if you use a Moore's Pen.

Price from \$2.50 upwards.

ORDER FROM YOUR STATIONER

W. J. GAGE & CO., Limited

Wholesale Stationers and Paper Manufacturers
TORONTO

Sole agents for Canada for MOORE'S NON-LEAKABLE
FOUNTAIN PEN.

Paper Mills at St. Catharines, Ont.

It is to your advantage to consult MacLean's Magazine.

Copeland-Chatterson

TRADE
COPE-CHAT
MARK

LOOSE LEAF SYSTEMS

have simplified office work for the busy man and are recognized to-day as the standard in their sphere.

20 Years' Experience

in perfecting and producing Loose-Leaf Binders, Devices and Blanks have enabled us to devise systems which are recognized by every live business man as the most practical and time-saving.

In COPELAND-CHATTERSON goods you get first quality in material as well as the most practical working system. All we ask is an opportunity to serve you.

Write us to have our representative call on you.

THE COPELAND-CHATTERSON CO., LIMITED

FACTORIES:
Brampton, Ont.
Stroud, Glos., Eng.

TORONTO
HEAD OFFICE

OFFICES:
Montreal, Winnipeg
London, Eng.



There's Science in the Shaping and Tempering of a Pen.

SPENCERIAN STEEL PENS

have the correct design that means even writing of ink without splatters or blotting the paper (ensuring that station get the right combination of elasticity and temper), and the smooth points that make easy writing on any paper.

Pick Your Proper Pen

We will send you 75 cents a card of 10 different pens and 2 good substitutes, selected specially, from which you can select a pen that will fit your hand perfectly.

SPENCERIAN PEN CO.,
301 Broadway, New York.

Seal Your Packages

more quickly and securely than is possible with string by using this

DETROIT Tape Sealer

Seals money and linen in any business form, and delivers package of any size in instantly Detroit shape.

Send for descriptive folder and prices.

WHEAT HITCHCOCK & CO.
1001 THE BANKERS' BUILDING
DETROIT, MICHIGAN

MOST ECONOMICAL

Healthful and Satisfactory

For old or new houses are Hardwood Floors

If you contemplate building or remodeling it is safe to consider that no other will so healthful and surely a dwelling on the hardwood floor. It is well known especially in Toronto and have now, Estimates Free. Write for Prices.

GEORGE KNOWLES, 31 Huron (Toronto) Ave. (Bank Park)

SUPERIOR RUBBER & STEEL MFG. CO. STAMPS STENCILS

111 CHURCH ST. TORONTO. SEALS &c.

Don't Blame the Post Office



If you do not get answers to the printed circular letters you sent out don't blame the Post Office. The fault is not the non-delivery, but the unsatisfactory character of your letter. People have gotten past the stage where they are looking for free reading matter. The communication must be direct and typewritten (or look so) otherwise your letter, postage and all, goes to the wastepaper basket as worthless rubbish. The solution to this problem is in the

WRITERPRESS

This simple machine will turn out from 5,000 to 10,000 actual typewritten form letters in one day. They will reach your printers and having that direct, business-like air, will be read, and being read will bring results. The Writerpress also prints from printers' type, electric, ball-tubes and line casts. It will save half your printers' bills.

INSTALL ONE IN YOUR OFFICE TO-DAY

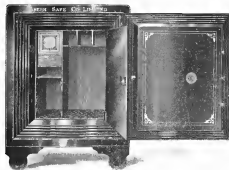
GET FIRM LETTER-HEAD

and write in on far less expenditure and samples of work, for every day means money lost to you. Your other visitors can observe the Writerpress.

The Canadian Writerpress Co., Ltd.
Hamilton Ontario

Ahern No. 60 Steel Fire Proof Safe

AN EXTRA HEAVY WALL, SAFE, WITH STEEL INSIDE DOOR.
FOR GENERAL OFFICE USE.



Fitted with "Ahern Dry Air Chamber" which prevents dampness.

The solid selected wood cabinet is built into the safe and is separated from the inner steel lining of the safe by an air space which prevents any dampness from the fireproof filling affecting the interior of the safe and also forms a non-best conducting chamber. Arrangement of cabinet fittings altered to suit any requirements.

Safe is made with a one-piece best steel body with hand welded steel angle frames. The fireproof filling has been proven by sixty years' experience to be absolutely Fire Resisting. Safe is neatly painted and finished. Handle, lock, etc., are polished and nickel-plated.

Secured by unbreakable combination lock, capable of millions of changes of combination. The inside steel door is of handsome appearance and is secured by a flat key lock.

DETAILS OF No. 60 SAFE

Inside	Dimensions	Outside
19 ins.	Height	37 ins.
14 1/2 ins.	Width	27 1/2 ins.
14 ins.	Depth	35 ins.

Approximate weight, 1,400 pounds.

Telegraphic code, FACTOR.

CABINET EQUIPMENT:—Steel cash vault 6 ins. x 2 1/2 ins., 3 key lock drawers 3 ins. x 2 1/2 ins., 1 lock space 19 ins. x 2 1/2 ins. 1 space 2 1/2 ins. x 2 1/2 ins.

Quotation on Request.

Circulars relating to our various other sizes and types of Fireproof Safes supplied on request. Our range of sizes is very complete. If this size, No. 60, does not meet your requirements, we have others that will.

AHERN SAFE CO. Limited

OFFICES AND SHOWROOMS:

390 ST. JAMES STREET

MONTREAL, CANADA

THE FOX TYPEWRITER



IS MAKING NEW FRIENDS EVERY DAY

The Fox Typewriter is making "New Friends Every Day" because it is the **ONE PERFECT VISIBLE TYPEWRITER** and can always be depended on for faithful service under all circumstances.

No other typewriter built—regardless of any claims made—is the equal of the new Fox Visible Typewriter, either in the material used nor in workmanship nor in the number and convenience of its special features. There are many good typewriters being built and sold, but we claim for the new Fox Visible Typewriter that it is **better than the best of these**, and that its automatic features combined can not be found in any other typewriter.

It has a Tabulator, Back Space Key, Ten Color Ribbons with Automatic Movement, both Oscillating and Rewinding, and Removable Spools, interchangeable Cartridges and Plates, Card Holder, Stencil Cutting Device, Variable Line Spacer and Line Lock with Key Release. Its Speed is fast enough for the speediest operator or slow enough for the beginner. It is extremely Durable and almost Noiseless.

CUT OUT—SIGN—AND RETURN

Simply sign your name to the coupon below and give us your address—no cutting will be required. From the instant when the envelope is sealed—state of copy, width of carriage, color of ribbon, etc.—and a Fox Visible Typewriter will send you at once, **express charges prepaid**, on ten days' free trial. After trial you can make general cash payment and pay the balance monthly. Simple and easy, isn't it?—write us

Date _____

FOX TYPEWRITER CO.,
584-590, Guelph, Ont.

Front St., Grand Rapids, Mich.

DEAR SIR: Please send me a copy of your catalog and write me price and terms on the new Fox Visible Typewriter.

NAME _____

ADDRESS _____

POSTAGE _____



Automobile Users— Protect Your Tires with Woodworth Treads For Fall and Winter Running



The Treads will prevent any injury on the rough, frozen roads and will prevent you from skidding in mud and slush. Woodworth Treads will save more than double their cost, besides giving you a sense of security in the knowledge that your tires cannot be punctured or injured and that you will not find it slippery places.

Sold by all first-class automobile supply houses, or shipped prepaid from the factory on receipt of price.

If you wish to know more about them, send for circular and free booklet on the Preservation of Tires.

LEATHER TIRE GOODS COMPANY
NIAGARA FALLS, ONTARIO

75,000,000 "O. K." PAPER FASTENERS
SOLD the past YEAR should show YOU SUPERBITY.
They ADD TONE to Your Suitcases, the BANK, SCHOOL or HOME.
There is greater pleasure in them any as well as perfect factory. Early put on or taken off with the push of a finger. Can be used repeatedly over and over.
"May change profit." Made of lacquer 3 sizes. Put upon boxes, boxes, 100 Paper fasteners.
Baltimore, Md. Send for sample box 45¢, money refunded. Illustrated booklet free. Direct shippers the world.
The O. K. Co., 212, City, Syracuse, N. Y., U. S. A.

No Spluttering
with
JOHN HEATH'S
TELEPHONE PEN 0278.
Registered in Canada.
To be had of the leading Stationers in Canada.
JOHN HEATH'S
TELEPHONE PEN
0278

MEDICINE HAT IN SUNNY SOUTHERN ALBERTA

with its 50 by 100 miles area of NATURAL GAS, the largest in the world, its abundant COAL FIELDS, its vast quantities of GLASS SAND and BRICK CLAY, situated in the centre of the RICHEST FARMING COUNTRY, offers the best chance for PROFITABLE INVESTMENT to be found to-day in that LAND OF PERMANENT AND PROFITABLE INVESTMENT—WESTERN CANADA.

If you are interested in Southern Alberta Farm Lands or City Investments, get our prices and terms and we will get your business. All inquiries gladly answered.

THE F. M. GINTHER LAND CO., Medicine Hat, Alberta

The McCASKEY SYSTEM

AVOIDS NEEDLESS
WORRY AND WASTE
OF TIME IN CASE OF

FIRE

Every business man fears a fire, because there follows days of worry over rebuilding, replenishing stock and the agony of dealing with the possible loss of accounts and inability to prove to the insurance adjuster the stock on hand when the store burned.

The merchant who uses THE McCASKEY SYSTEM knows he is safe—his accounts are posted and totaled up to the minute, every customer knows just what he owes. THE McCASKEY SYSTEM furnishes the proof to the insurance adjuster of the stock on hand. It tells to a penny what was in the store when the fire started.

THE McCASKEY SYSTEM keeps the merchant fully informed regarding every detail of his business. It cuts out useless book work, copying and posting from one book to another. With One Writing it does everything accomplished with from three to five or more writings with any other method of handling accounts. There's an interesting booklet—"Bookkeeping without Books"—we'd like to send you free.

Just use a postal card and say, "Send me your booklet."

THE DOMINION REGISTER CO.
LIMITED
99-99 Ontario Street, Toronto, Ont.
516-521 Gurn and Princes Exchange, Manchester, England

THE McCASKEY REGISTER CO.
Alliance, Ohio, U.S.A.
Boston, New York, Chicago, Washington, Pittsburgh,
Memphis, Atlanta, Kansas City, Minneapolis,
San Francisco

Manufacturers of "Success" Duplicating and
Tripling Sales Books and Beale Carbon
Pads in all varieties

It is to your advantage to consult Maclean's Magazine.



"Mr. Jones, the bill clerk says he is ready to begin extending his bills and he wants the Comptometer."

"Tell him he'll have to wait until I finish checking my postings."

"All right, but how about Mr. Brown—he says to tell you he's been holding up some percentage work for two or three days, waiting for a chance at the machine?"

"Well, I won't keep it long but there's nothing doing until I get through."

—This is typical of what happens in offices where they understand the Comptometer—where its value has been demonstrated by use on all kinds of figure work—addition, multiplication, division and subtraction.

A fair example of how it works out in actual experience is presented in the following letter:

Buffalo, N. Y.

"At the time we purchased our first Comptometer we found it difficult to get any of our people to take hold of it. Finally one of our clerks discovered that it was a good thing, and it was not very long before several of our people began to use it with the result that in a short time they were snapping among themselves as to who should get the machine; and to keep peace in the family we were obliged to get another one. Both machines are now busy most of the time. We use them in a variety of ways. Since we have used the machine in our Taxing Department we have practically no trouble in having invoices returned on account of errors in figuring, which was the case formerly. We can certainly recommend it most highly for any kind of figuring."

PRATT & LETCHWORTH CO.

It won't cost you anything to have a Comptometer put in your office on trial. If you don't choose to keep it send it back.



Not much enthusiasm at first—a little prejudice maybe, but once it is realized how much wearisome labor it saves—how easy it is to operate—what satisfaction and economy in its rapid work and sure accuracy, then they are all after the Comptometer when there is any figuring to do.

The result is greater efficiency all around—fewer errors, lighter work, less expense. No need to take heavy evidence for it—try it for yourself.

Felt & Tarrant Manufacturing Co.

1695 N. Paulina Street Chicago, Ill.

Montreal

Toronto

Winnipeg

Calgary

Vancouver

When writing advertisers kindly mention Maclean's Magazine.

From This To This In 12 Months with the MULTIGRAPH

SIX months ago Chas. H. Feltman had a shoe store in Richmond, Ind. To-day, in Indianapolis, he has the finest shoe store equipped shoe store in the state. The Multigraph was largely instrumental in making this change possible. The advertising matter—letters, folders, circulars, etc.—he was able to produce with it built up a business that made him realize the bigger possibilities. With it he made his opportunity. Through it he grew from a merchant in a small city to a big merchant in a state capital.

What this five merchant did, you can do. His store was in a small city—his advertising opportunities, he thought, limited to newspapers and dodgers. The Multigraph, with its possibilities for direct-mail work, opened his eyes and brought wonderful returns. We have a booklet, "More Profit with the Multigraph," which will open your eyes, too, to new opportunities in your business. With it we include specific suggestions for the application of Multigraph Methods to your store. Your copy is ready. Write for it now.

THE MULTIGRAPH SALES CO.

119 Bay Street, Toronto, Canada, F.S.P. Baker.
Canadian Division Sales Manager

BRANCH OFFICES—Montreal, 409 St. Nicholas Building; Winnipeg, 252 Chamberlain of Commerce; Vancouver, 303 Carey Building; Ottawa, 166 Bank Street; Calgary, 12 Herald Block; Saskatoon, National Trust Building; Edmonton, John Beaudin Building; Co. First Street, Halifax, South, Vancouver City, Corner Granville and Sutherland Streets

This is the Multigraph equipped with all attachments, for producing actual typewritten letters and mail printed matter at a speed of 4,000 to 5,000 per hour. Easily operated by your own employees. Complete in more space than the average typewriter desk.

See you see the ad. in MacLean's Magazine.

Practical Construction Makes Weis Files Do More and Cost Less



No Superfluous Parts—Built for Service

Helpful Catalogs and Booklet "Filing Suggestions"—FREE

Catalog "D"—64 pages, describing FOUR COMPLETE LINES FILING DEVICES—Filing Desks, Clips, Desk Accessories, etc.

Catalog "E" shows two complete lines of sectional bookcases, including desks, drawers and cabinet sections. Attractive, practical, inexpensive—all popular woods and finishes.

"Filing Suggestions" is a booklet of practical advice to these unfamiliar with filing problems and devices.



Filing Desk



Sectional Bookcase
Sliding Doors
Plain Oak
Golden or Weathered

Solid Oak Letter File Holds 20,000 Papers

For complete reference to the letter order, catalogue etc., you file it. These cabinets make increased efficiency in your office work.

A mechanical cabinet—excellent in construction, NOT sacrifice of quality, makes it cost less.

Draw Front Drawers on Roller Bearings—Equipped with heavy blocks. Made also in size and heavier grade and in 3-drawer bookcase.

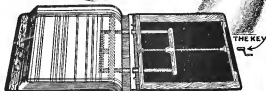
You should see the variety in styles, woods, finishes and prices in catalog "E" if interested in Sectional Bookcases. Case shown above less \$1, 100 and 1200 in. high sections, 24 in. wide. Drawers, base and top 3 feet block space. Get our catalogs free or

See Your Dealers

The Weis Mfg. Co.
25 Union Street
Monroe, Mich.
New York Office, 188 Fulton Street,
Fourth Floor in Pocket.

The Question—

WHAT OFFICE SYSTEM WILL WE
INSTALL TO GET THE BEST OF
SERVICE? THE ANSWER IS—



“THE KALAMAZOO” LOOSE-LEAF BINDER

It is a binder (not a box), and no padding with unnecessary sheets is required to make it workable. It holds any number from one sheet to a thousand, and has no exposed metal parts to injure the desk. Here are a few of the Kalamazoo's special features:

Great expansion, convenience, flat writing surface, alignment of sheets, lightness, strength, durability, ease in operation.

WARWICK BROS. &
Bookbinders, Printers, Manufacturers
KING AND SPADINA,

All objections to Loose-Leaf Systems that have ever been offered are quashed in this binder. Every one has been overcome, and the Kalamazoo Binder has become the best solution to the simplifying of office work.

A card to-day will bring copy of booklet "W." Write now. If you like we will tell you of some of the uses of the "Kalamazoo."

RUTTER, Ltd.
of Account Books
TORONTO, Can.

It is to your advantage to section MacLean's Magazine.



About a Man Who Did Things

A Lesson to the Big Firm and the Small

IN Newton, Mass., there is a wide-awake grocer, who has learned the way to "KNOW his business." And in the learning he has built his sales from \$37,000 a year to \$140,000. Darrell threw out the guess-work methods. Now he manipulates his business as he would a machine.

Knows the lines that pay a profit and those that don't. Knows how much it costs to get that profit and where there are leaks, if any. Knows the clerks who earn more than their salary and those who don't. Knows the earnings of each department and the entire store. And this knowledge is gained without additional expense by the use of the

BURROUGHS

Bookkeeping Machine

Business System

"By its use," he writes, "I have turned losses into gains. Every dollar I've spent for it has saved at least ten. The Burroughs is not a luxury but a necessity for every firm."

Mr. Darrell uses two Burroughs Bookkeeping Machines for all his figures, and customers are given positively all the time of himself and his clerks. This can much further a brilliant example to every business man—to you.

TO YOU—Write today for information regarding the Burroughs and Burroughs System.

Ask us to show you how Darrell makes more money by knowing the vital facts of his business.

Burroughs Adding Machine Company, 217 Burroughs Bldg., Detroit, Michigan
Toronto: 140 Bay St. Montreal: 102 St. James St. Boston: 234

Buy your own set of the MacLean's Magazine.

ELLIOTT-FISHER

THE Book - keeping Machine

Does it all, from entering the order to posting the ledger.

It records every incident of a business transaction and provides a legible narrative, mechanically proved, and the chronicle of business events made by Elliott-Fisher, The Book-keeping Machine, is a complete, concise, accurate history of the whole transaction.

Elliott-Fisher, The Book-keeping Machine, with its (and the only) flat platen writing surface, writes anywhere the pen will write—in a sewed bound book, in loose leaf binders, on card ledgers or on loose sheets.

Elliott-Fisher, The Book-keeping Machine, is complete in itself. There is no writing "over here" and adding "over there." It writes and adds wherever it writes at one operation. It condenses efforts and time and expands the results. Its purchase is an investment that pays dividends in economy.

Elliott-Fisher Company will not knowingly accept an order unless the equipment ordered will do the work better or more economically than it can be done any other way.

You can't lose by asking for free information,

Elliott-Fisher, Limited

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